

ETHICS IN ADVERTISING

Key words: marketing, marketing communications, advertising, ethics in advertising

Advertising is information that is addressed to the public to draw attention to the subject of advertising, and encourage them to a choice or action. The significance of advertising for human life and society is ambiguous. Advertising plays both positive and negative role.

Under this concept of "ethical advertising" means compliance with the form and content of advertising information ethics rules, that set of rules of conduct, moral principles and traditions prevailing in the society. Integrative sign advertising ethics can be regarded as its positive impact on the individual and society. In relation to the individual - the ethics of advertising is reflected in such principles as honesty, fairness, concern for personal development, kindness, respect for rule of "do no harm", etc. In relation to society – the ethics of advertising is expressed as follows: social responsibility, objectivity and impartiality, tolerance of ideas statement, statement of principles of non-violence, condemn terrorism and extremism, the unacceptability of racism, condemnation of drug abuse, drunkenness, debauchery.

This rough, but requires a set of ethical principles of advertising, which, of course, dialectically interrelated. If these conditions are maintained, we can say that advertising is ethical and plays a positive role in human life and society, and appears as good.

Today the overwhelming majority is performance and ethical principles of advertising are not relevant and act more like a wish than a reality. The main objective and purpose of modern advertising (except for some PSAs) is to encourage people to buy goods, and the main feature - the formation of the human consumer. For this purpose any means and techniques. In this regard, as noted by many authors, moral (and often legal) subject to evaluation methods and mechanisms of modern advertising. The most obvious of them are:

- advertising acts as a means of manipulation not only the individual, but also society, because it is based on manipulative techniques;
- advertising imposes not only consumer goods and services, which need not exist, but the system of values. And it is not only the material but also aesthetic and ethical values;
- advertising often fraught with psychological danger to the individual because the destructive factors of advertising may not be direct visual observation;
- viewing ads in most cases is not desirable and voluntary for viewing advertising cannot refuse;
- in some cases, advertising effectiveness is achieved through the exploitation of human instincts, use of eroticism and sexual symbols. Particularly harmful effects it

has on the psyche of children;

- advertising negatively affects not only the mind, but the subconscious mind of man is an instrument of hidden violence against his will.

Recently, consumers are increasingly accustomed to a wide range of advertising, quality and not very bright and "gray". Gradually the quality of the advertising is shifted toward a bright professional or toward outright cynicism and complete lack of morality.

Advertising based on manipulative techniques of mind control, because ethics for it is acute. Advertiser agitates, argues quietly imposing their point of view. Most advertising, because of its tasks, cannot be objective, neutral and even fully informative. Earlier in the advertising duties included only warning about a new product. With the current variety of goods and competition wins the one whose advertising can attract attention.

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CONTROL OF MARKETING

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Nowadays under the intense modern market competitive climate marketing plays an important role in the activities of any company because it allows setting the optimal relationship between the organization and the environment. The marketing activities of the company should be focused on its long-term existence, stability, strong and long-term ties with consumers or other market participants, and improve the competitiveness of the produced goods and services.

Control of the company's marketing is the study of the totality of marketing actions, conditions, contacts and its results to ascertain the extent of the company's effectiveness to achieve the marketing objectives of the organization. Stages of a marketing control process are aimed at early detection of problems and all deviations from the normal progress towards the goals and also at the corresponding adjustment of the company's activities in such a way that the existing problems would not escalate into a crisis. As a process marketing control has five stages:

- 1) targets identification;
- 2) actual data measurement;
- 3) comparison of actual and planned targets;
- 4) analysis of possible deviations;
- 5) development of the company's corrective measures and actions to adapt to external changes.

The main tasks of marketing control are:

- clear finding of the number and type of indexes depending on their application;
- quantification of indexes;
- receiving the simplest verbal and quantitative indexes, developing