

Ethics of advertising - Position in terms of theological ethics

Advertising is a subject of a lot of controversial debates because it derives the benefit from unethical practices. For example, advertising misleads customers when it conceals essential information, abuses women and children, improperly uses a sense of fear. These aspects of advertising have a negative impact on society.

The goal of this thesis was to find out how experts in the advertising industry perceive advertising and its ethics. The first one is a marketing specialist and the other is a director of an advertising agency.

I introduce advertising at the beginning of the first part. The main themes of the theological ethics come later and then I explain the relationship of ethics and advertising. There is a separate chapter dealing with attitude of The Catholic church towards advertising's ethics. The next chapter describes regulation of advertising in The Czech Republic.

The second part includes a qualitative research about expert's perception of advertising and its ethics. I found out their opinions using non-standardized interviews. In the conclusion I introduce results of the research.

Keywords:

Ethics / theological ethics

Advertising

Catholic Church and advertising

Regulation of advertising