



Electronic Cumhuriyet Journal of Communication

| ecider.cumhuriyet.edu.tr |

Founded: 2017

Available online, ISSN: 2667-4246

Publisher: Sivas Cumhuriyet Üniversitesi

Integrated Marketing Communication: Advertisements on Children and Woman Body and Ethical Value Perception

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Research Article

ABSTRACT

The concepts of ethics and morality are closely related to each other. Both consist of ideals and virtues, aim to reduce harm and evil. However, morality is different from ethics since it is changeable. It varies according to mentalities. Ethics is universal and a fundamental part of moral values. The purpose of this study is to analyze ethical violations in integrated marketing communications. In the research, descriptive analysis made by observation method was experienced on randomly selected advertisements using children's and women's bodies. Answers were sought to the questions of how an advertisement can be ethical. According to the results obtained, the ethical relations of advertisements on national and international platforms were revealed through teleological and deontological theories. Compliance with ethical principles makes society members dynamic, optimistic, and motivated. This situation increases the living standard of the society. It is considered that this research will contribute to the field as it examines violations of ethical principles through advertisements and makes suggestions.

Keywords: Ethics; Teleological ethics; Deontological ethics; Integrated marketing communication; Commercials; Social responsibilities

History

Received: 26/04/2024

Accepted: 25/06/2024

Bütünleşik Pazarlama İletişimi: Çocuklar ve Kadın Vücudu üzerine Reklamlar ve Etik Değer Algısı

Süreç

Geliş: 26/04/2024

Kabul: 25/06/2024

Öz

Etik ve ahlak kavramları birbiriyle yakından ilişkilidir. İdeallerden ve erdemlerden oluşmaktadır, zararı ve kötülüğü azaltmayı amaçlamaktadır. Ahlak değişkendir. Zihniyetlere göre değişir. Etik evrenseldir ve ahlaki değerlerin temel bir parçasıdır. Bu çalışmanın amacı bütünleşik pazarlama iletişimindeki etik ihlalleri analiz etmektir. Araştırmada çocuklar ve kadın vücudu kullanılmış reklamlar üzerinde gözlem metodu ile betimsel analiz yapılmıştır. Bir reklamın nasıl etik olabileceği sorularına yanıt aranmıştır. Elde edilen sonuçlara göre, ulusal ve uluslararası platformdaki reklamların teleolojik ve deontolojik teoriler üzerinden etik ilişkileri ortaya konulmuştur. Etik ilkelere uyum toplum üyelerini dinamik, iyimser kılmakta ve motive etmektedir. Bu durum toplumun yaşam standardını yükseltmektedir. Yapılan araştırmanın alana katkı sağlayacağı düşünülmektedir.

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Anahtar Kelimeler: Etik; Teleolojik etik; Deontolojik etik; Bütünleşik pazarlama iletişimi; Reklamlar; Sosyal sorumluluklar

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How to Cite: Yazgan, A.M.. (2024). Integrated Marketing Communication: Advertisements on Children and Woman Body and Ethical Value Perception, Electronic Cumhuriyet Journal of Communication, 6(1):23-31.

Introduction

The term ethics is related to human rights, and it is one of the inherent rights for all human kind. Ethics derives from the Latin word "ethicus". In Greek, it means that a good way of being is a rational course of action. Ethics is a part of philosophy that comes from the stoics, it is the cover, outside. The inside part of the ethics shows how subjective intentions are universally related. It judges principles. Ethics today is against racism, gender differences. Due to globalization, distances have gotten closer. Borders of the countries have been expanding. Countries today sell and purchase goods from each other. There are international boundaries in every sector; consequently, the target is everybody throughout the world. After the Covid-19 epidemic, digitalism has made a big sense in trading. Owing to the developing competitive environment, diversified marketing tools, and conscious consumers, businesses have to develop and improve themselves. The 21st century has paved the way for developments, especially in terms of technology. This situation is evolving towards being a single, integrated, and uninterrupted market in the world in terms of product, service, and financial flow.

Today, marketing communication is progressing in an integrated way. Product, price, distribution, and promotion studies are gaining importance. Integrated marketing communication is a communication discipline aimed at creating a change in attitude and behavior towards a certain product, institution, organization, idea, or ideology. In this era, integrated marketing communication techniques have developed according to the quality of living standards and the latest trends offered by technology. The separation of marketing communications from Edward Bernays' (1952) two-way asymmetrical model dates back to the mid-20th century. Since the end of the 20th century, consumers' cognition in the direction of consumption has improved so much that integrated marketing communication has gone further than sales efforts, sales attitudes, and product concept and focused on the identity of the institution, its personality, and the image of the product. Marketing communication, starting from Laswell's (Bryson, 1964) communication model, is a continuous cycle, almost like the interpersonal "dance model" (Gamble & Gamble, 1990). It is a communication effort aimed at convincing the consumer to inform the consumer about the goods, services, institutions, and organizations, providing a change in their attitudes, and ensuring that their existing behaviors and habits continue or change consistently. The clarity of the target audience provides convenience in reaching the perception of the consumer in the marketing communication dimension. It is possible for two-way marketing communication to gain a sustainable positive momentum with the right target audience.

Adorno, one of the Frankfurt school members, mentions that the information produced in the culture industry does not fully match the target audience. It aims to focus on sales, not on necessities. The important thing is to make people buy more in a relaxing and easy way. The golden rule is to create need. Schudson (1995) mentions the five functions of the media by uttering that advertising helps the sale of goods even though it does not convince the consumer of anything:

- *The media makes goods available.
- *Beyond persuasion, rhetoric is created by remembering the syllabus.
- It is in close contact with cultural circles.
- *Products are held in one hand institutionally.
- *Solutions are offered to solve problems with the target audience.

It is the planned and systematic communication efforts of organizations in order to obtain the social support, trust, and consent they need in societies where the understanding of pluralism is developed. Today, public relations have important functions in terms of monitoring social change, determining social demands, and expressing themselves. Thanks to public relations, trust, approval, consent, and prestige are obtained by creating public opinion. Very powerful rulers, even kings, need the approval, consent, and support of the people under their rule. They resort to various methods and propaganda to direct this need. Therefore, the following items should always be considered:

1. Individuals or organizations should consider the sensitivity, needs, and expectations of the public.
2. The society must be informed about the developments concerning the society.
3. Good relations with the press should be established.

In addition to those mentioned above, businesses have social responsibilities towards individuals and the environment. Their ability to survive by making a profit depends on sharpening their legal responsibilities, ethnic responsibilities, and voluntary responsibilities according to changing demands and expectations. The trouble today is that conscious consumers who remain in a strong competitive environment do not only expect goods and services. Nevertheless, they prefer institutions and organizations that are sensitive to social responsibility and ethical issues.

There are ethical principles to be followed in marketing communication. These principles must be implemented in the public interest:

- *Honesty: It is necessary to be honest and truthful with society about the marketed commodity.
- *Neutral: Being objective for the marketed commodity is vital.
- *Responsibility: It is important that the marketed product should comply with the international quality standard in terms of quantity and quality, as well as studies to improve these measures.
- *Human Rights: These are the rights that are inherent to all human beings, regardless of sex, race, nationality, ethnicity, language, religion, or any status. In the ethics of marketing, knowing the rights of people and respecting these rights are essential.

Those institutions with ethical values are strong commercially and economically is true. Scientific studies conducted in the USA reveal that organizations that attach importance to corporate ethical values are stronger, more effective, and much ahead of their competitors. Resources must be consumed under feasibility reports. Conscious expenditures must be made according to these procedures.

Conceptual Background

Understanding ethical values is essential in the 21st century. Three important topics must be defined to evaluate the norms and values; firstly, the differences between teleological ethics and deontological ethics are discussed. After that, commercials and their social responsibilities are explained. Finally, the effects of commercials on consumption are emphasized.

Teleological Ethics versus Deontological Ethics

Ethics is the way to distinguish the good and right from the bad and wrong. Ethics is a moral and conscientious concept shaped as a result of the religious and social values of society. It is associated with ethical rules and social values, religious beliefs, and moral norms of a culture. According to Pythagoras (485-411 BC), right and wrong differ from person to person. Socrates, on the other hand, emphasizes wisdom. He says that people stand out with their wisdom on the way to self-realization.

Ethics ensures the effective and competent continuation of moral and social relations between the consumer and the producer in integrated marketing communication. The corporate social responsibility approach is a social phenomenon and reality formation that has existed on behalf of the values from the past to the present. Ethics is defined as moral philosophy, the discipline concerned with what is morally good and bad at the standard of rightness and wrongness. The term is also applied to any system or theory of moral values or principles. The more virtuous the producer, the more dependent the consumer becomes on the producer. Consumers are looking for quality in the products they buy. However, in addition to the quality of the consumer's product, the ethical values of the producer are also important.

The terms ethics and morals are closely related to each other. In the literature, Kant (1986a) examines human beings independently. For him, it is impossible to take everything at all in the world. While considering the individual benefits, it is likely to reach goodwill for the sake of society. His ethics refers to a deontological ethical theory. This should be suitable for universal principles. The purpose is to give importance to the values. Application of the values to the people without a contradiction is vital. For example; "a person should not lie." This sentence is universally accepted as if it were a scientific rule (Copleston, 1964). For Gert (2005), morality is a value that is known by rational humans. It consists of ideals and virtues. It aims to reduce harm and badness. Moral is changeable. It changes according to the mentalities. Each person has a different cognitive structure. On the other hand, ethics is universal. It is a fundamental part of moral values.

Discussions on ethics have always continued throughout history. While some philosophers focused on the result of the action, some philosophers focused on the intention.

Teleological ethics mentions that the value of moral action is relative to the result achieved. The measure of moral action is measured by pleasure and happiness.

Anything to give satisfaction is legitimate. In the theory of utilitarianism, which is based on the "good", the empirical thinking style is at the forefront without rational thinking apart from absolutism. According to Epicurus (341-270 B.C.), who sees pleasure as the highest good, divided it into two types; static and dynamic. Static pleasure appeals to mental and nervous health, and dynamic pleasure gives temporary happiness by appealing to the body. According to the philosopher, unconditional freedom should be sought in moral values. The important thing is not temporary pleasure, but permanent one. In other words, regret or pain felt after a short time of happiness is not pleasure. Human beings and all living things are not directed toward pain. Every living thing that comes into the world seeks happiness, peace, and comfort. Francis Bacon considers the concepts of "useful" and "good" as individualism and socialism (Doğan 2004, p.68). The good of the society should always be the reason for preference. The number of good deeds intended for the good of society should be as large as possible. Bentham, who gained importance with his thought towards ethical understanding in the theory of utilitarianism, says that "pleasure is good, pain is bad", and mentions that the individual should turn to pleasure in order to be happy (Yazgan, 2017, p.41). For Bentham (1998), hedonism and sorrow teach humanity what to approach and what to abandon. Anybody who would like to do a good thing should do the same for the sake of society. According to the philosopher whose method is observation, pleasures, and pains are in a quantitative relationship. Therefore, they can be measured (Cevizci, 2008, p.196-198). What most consider good is the measure of right or wrong (Billington 1997, p.198). The good is the one that increases the pleasure. J. Stuart Mill, an important figure in teleological ethics, treated the principle of happiness as the basis of morality. What is meant by happiness is the existence of pleasure. There is no pain here. In unhappiness, there is pain, no pleasure (Mill, 2003). It is possible to know pleasure only by tasting it.

On the other hand, deontological ethics is intent-oriented, not result-oriented. Equality, impartiality, and universality exist. It is against the utilitarian theory. It is against teleological ethics since it is empiric. To make the others get amused, some others can be disappointed. Happiness is not the one that gives us satisfaction and hedonism due to reaching the wish (Doğan, 2004). Teleological ethics seeks goodness while deontological ethics seeks righteousness.

Moral ethics does not equal to the happiness of the greatest number of people. Actions that are considered beneficial and good do not always lead to the same result. Deontological ethics focus on "right". Deontological ethics reject the empirical way of thinking. The action attributed as "good" is a pleasure for whom and according to what. Therefore, this result poses a problem. It is incompatible with free will. It highlights selfishness (Erkızan, 2006, p.477). Therefore, observing the action called good in universal patterns within rational rules is necessary. Kant adopted universal principles and created a formula for all humanity. The beginning of the action is important. It is not possible to accept experimental thinking as a reference.

Social Responsibility in Commercials

In the 21st century, social responsibility emerges as the most important detail in businesses. Social responsibility is a phenomenon that should be in the perspective of modern management. Businesses producing goods and services to meet the needs of the target also show their efforts to strengthen their economic structures on social responsibility, business ethics, and ethical principles. Protecting the environment and humanity is indispensable (Düren, 2000, p.55). While businesses increase their turnover intending to be profitable, they also need to be aware of their legal responsibilities, ethical responsibilities, and responsibilities they take voluntarily (Caroll, 1991, p.39-48). Caroll states that the social responsibility pyramid has four dimensions: economic, legal, ethical, and philanthropic. Although these four different areas of responsibility are at certain levels in the social responsibility activities of businesses, the ethical and philanthropic dimensions are increasing day by day.

Firstly, philanthropic responsibilities refer to being a good citizen. These deal with responsible corporations among the citizens. Undoubtedly, advertisements are the ones that occupy target groups every second during the day & night. Those working in the advertising industry, commercial film producers, scriptwriters and marketers. Their first duty is not to mislead consumers and users. An effort to establish open and honest communication should always be the first choice. Advertisements are the ones that should follow ethic rules. Secondly, moral values are responsible for ethics. Misinformation about products and services, unfair competition over other products, negative discrimination towards women, showing sexual tendencies, offending children, mocking cultural differences, and presenting racial content are not accepted ones in advertisements. In terms of complying with ethical rules, employees and marketers in the advertising industry approach such issues sensitively. Thirdly, legal responsibilities deal with complying with the rules of society. National and religious feelings must be respected. Prejudices and superstitions should not be abused. Facts should not be deflected. Knowledge must be proven. Cultural values and norms of the society should be protected. Finally, economic responsibilities are to use resources correctly. That the most important target is to make a good profit. Being in a competitive environment is inevitable for companies, organizations, and institutions operating in the field of production and marketing. Positive results are achieved when advertising, and the most important of integrated marketing activities is carried out in accordance with commercial and ethical rules.

What is more, in the literature, in recent years, corporate social responsibility has had an important place in the management approach. Grunig (2005) has determined the road map that institutions should follow in order to achieve management excellence. He emphasizes that it is essential to enable companies to act in the public interest as a result of attracting the attention of stakeholders. Consisting of twelve steps, corporations

must convince people that they carry perfect social responsibility at every stage of the goods and services they produce in every field. In corporate social responsibilities, where social stakeholders have an important place as employees, listening to suggestions and including them in projects are among the prominent topics in the success of the institution. Theaker goes one step further and mentions that all social responsibility activities should have a strategic approach. Theaker gives importance to the social stakeholders (Gürel, 2010, p.112). That the most important capital, human resources, and ethical values to be followed is true. The personal and professional progress of employees is linked to these ethical values.

Commercials and their Impact on Consumption

The most effective one for integrated marketing communication is commercials which aim to make great differences. On behalf of commercials, and their different perspectives, the life standards and consuming styles are determined. Commercials are a kind of propaganda. The persuasion way they use ignites the consumption culture by having the consumer convince to purchase the product, and by getting them addicted to the brand. Advertising plays an important role in the marketing of products, by affecting and altering consumption behaviors. It is a communication discipline aimed at changing attitudes and behavior towards a certain product, institution, organization, idea, or ideology. On behalf of advertising, consumption patterns are determined, and behaviors are affected and changed. Raymond Williams (1993, p.410-424) sees advertising as the official art of capitalism. Capitalism is the one that leads to necessity. Today, prestige, identity, difference, and status operate as factors that direct consumption. As Simmel (1997, p.187-205) mentions in his book "Philosophy of Fashion", advertising asserts fashion. Following fashion means skipping class and marginalizing others. In this way, fashion followers feel themselves in the security of a community. Advertising is also embellished with these elements, igniting the consumption culture. Advertising aims to make a difference. The main purpose of advertising is to affect the sales of goods and services. Reaching more consumers and taking place in new markets is possible on behalf of advertising. Commercials that aim to bring innovation to the life of the consumer also change consumption habits. The biggest problem is that the advertisement is open to exaggeration and deception. Both are sometimes so over-limited that they bother society (Torlak, 2001). The compliance of the advertisement with moral values is important. It is possible for the buyer and seller, in mutual exchange, to persuade and convince each other through advertisements. An important point here is that persuasion and belief must be done under the circumstance of ethics. Otherwise, gaining profits in the economic system and competitive environment is unfair. The advertising approach is deteriorating, and consumers' loss of faith in advertising collapses the attitude of the target group.



Figure 1. Carroll's Social Responsibility Pyramid

Advertising has a significant impact on perceptions. It is true that perception varies from person to person with experiences. By dint of perceptions, it is possible to examine the surroundings. The feelings that makes sense get the chance chosen. Since each person's perception is different, the observation of each person is different from each other. Knowledge is either about something or knowledge is directly related to a particular subject. The information obtained during perception is only a reflection of reality. There is a difference between reality and perception. Perception can be about a person, an object, or an event based on previous experience. If there is continuity in perception, after a while, it begins to be invisible and not attract attention. For example, violations of ethical rules are taken for granted after a while and are considered normal. The features that coincide with attitudes, values, and beliefs that attract one's interest cause the perception to increase or decrease. Perception is not possible without realization. It changes according to needs. For example, an advertisement product that has not attracted the attention of a person until that day can charm her/him due to requirements, or at a wedding ceremony, each person pays attention to different aspects such as the ambiance, the costumes, the food served, or the quality of the service. In other words, there is a particularity called selective exposure.

Regarding ethics, it is possible to examine advertisements under four main headings; deceptive advertising, comparative advertising, advertisements for children, and advertisements that reveal sexuality (Ay & Aytakin, 2005, p.45-60). All types of commercials tend to attract the consumers, the target groups. Firstly, in one sense, deceptive commercials are to highlight the product or service. It emphasizes reality so effectively that sometimes its benefits must be questioned. For example; in one advertisement, the utterance below is used for frying: "oil is light as if it were a feather" (DDB, 2020).

It is important to be meticulous in offering products or services that will affect public health. Frying is already harmful to health. Imposing a lighter fried food is in itself a deception.

The other deceptive advertisement is from the health service. More health care should be considered in such advertisements. The people who act are generally the authorities in their professions. They are artists, athletes, or

healthcare workers. They advise by highlighting their profession in the advertisements they take part in. For instance, they provide information about vitamin supplements. However, supplementary should be used according to certain standards and certain medical measurements. The debate is how ethical it is for them to convey their success and mastery by transmitting information from their practice with the uniform they wear or with the career they do. Although they are professionals, giving incomplete information about the structure, content, quantity, functions, repair, and maintenance of the product is possible. That is to say, it is likely to lead to ambiguity.

Secondly, the superlative adjective used in comparative advertisements requires proof that it is superior to the competitor in all circumstances. Otherwise, it leads to unfair competition. Preston considers these competitive sentences, exaggerated expressions, and ample ideas. Deceiving the consumer with exaggeration is a phenomenon that cannot be accepted as an ethical issue (S.W.Dunn, 1990). In this case, all statements must be verifiable for the product or service offered in the advertisement to comply with ethics.

Thirdly, advertisements aimed at children are especially prevalent in countries with a larger young population. Advertising should be much more sensitive when it is aimed at children. It is important to draw attention to ethical rule violations while targeting children as consumers. It is never ethical to exploit children's naivety by deceiving their inexperience and immaturity. It should not be possible to engage in any behavior that would undermine the trust of children. Children's lives should not be put at risk, any expression or image that will mislead children should not be shared. A perception that will mislead children about the product or service should not be created (www.rtuk.org.tr). It is forbidden to manipulate children about an inconvenient product or service.

Finally, sexuality, sexual attraction, barbie body, muscular men, and eroticism are getting common in advertisements. This particularly runs through women and women's bodies. The woman is shown as sensual, sexy, and sultry. For example, the sense of satisfaction comes to the fore in ice cream and chocolate advertisements. Women's bodies are abused under the name of art. This causes over-resistance through ethical limits.

Aim & Scope

This study aims to analyze the ethical infringement on integrated marketing communication. The research makes quotations from the indicators in the advertisements. According to the results taken from the descriptive analyses, teleological and deontological ethical relations of advertisements in international platforms are tried to be revealed in limited examples. Studies on this subject in the field are so limited that this research is assumed to contribute to the field since ethical rules are examined through different perspectives.

Method

The universe of this research consists of the analysis made on two international and three national, a total of five advertisements, which are randomly selected. In the research, descriptive analysis was carried out within the qualitative research method. This method is used while the researcher examines the cases far away. During the data collection, the people are unaware of this situation.

Limitations

The research was conducted as a result of five advertisement reviews. The work is limited to five international and national advertisements.

Problem Status

The main hypotheses question of the research:
What is the ethical infringement on advertisements?
Sub-Problems of the Research

1. What are the indicators of violation of ethical rules?
2. In what way is an advertisement called unethical?
3. What should be followed in order to be in the right

approach?

Data Collection Tool

The words, sentences, and body language used in the advertisements in the process that start with the coding of the data constitute the general framework of the research problems. Each advertisement is examined in detail. They are observed through public health standards, competitive styles of the brand, children's privacy, and advertisements that reveal sexuality. What is more, it is observed whether the results received through the data collection are able to reply the hypotheses of the study.

Data Analysis and Findings

The first international advertisement is from H&M company. It was created by the company's in-house marketing team. A black boy is wearing a green sweatshirt. On the sweatshirt, there is a sentence. It says, "coolest monkey in the jungle".

This led to the lynching of H&M company, especially on social media, and the brand was condemned by many people (Guardian, 2018). The combination of the words "monkey" and "black child" in the sentence was criticized with racism, and the reactions grew like an avalanche. If it is evaluated moral understanding, it is very clear that violation of the ethical rules has been tolerated for the interests of the company. The approval of the advertising for the firm has only been given for its benefit, its own need, and its satisfaction.

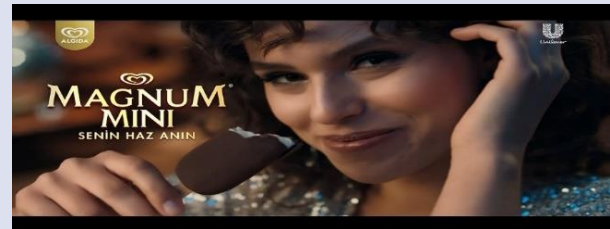
What was the reaction of H&M Company? After the discussions on social media, the image in question was removed from all media owned by H&M. An official who made a statement on behalf of the brand stated that they apologized to everyone who was offended (Washingtonpost West, 2018).



Picture 1. H&M Company
(Photograph: H&M)



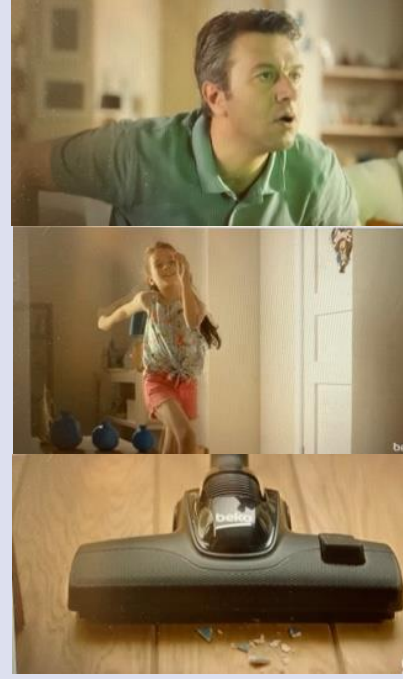
Picture 2. Nivea
(Photograph: Nivea)



Picture 3. Magnum and Panda
(Barndtalks Kaya, 2014)



*Picture 4. Hepsi Emlak
(Birkiye, 2018)*



*Picture 5. Beko
(Beko Somer, 2016)*

The second advertisement is from Nivea. In 2011 in London, the cosmetic company announced for substantial reduction of the body size by the waist and stomach. In the advertisement, a woman is seen applying the cream and is pleased to fit into her old pants (Dailymail Abraham, 2011).

For health, more attention should be paid to the consumer. Since the consumer does not have the opportunity to test the product beforehand, they can be harmed by the so-called deceptive advertisements. On the other hand, what needs to be questioned here is what message is being given to the consciousnesses. The female figure is again in the foreground. Getting thinner and having celluloid-free legs evoke sexuality. The image of an attractive, sexy woman was also featured in the advertisement image. There are two messages to be given here; one, it is to respond to the needs of women by knowing that they have problems with celluloid. The other is the desire to resemble the female figure in the advertisement image.

The Federal Trade Commission (2011), which took action to stop this advertisement, which is seen as an over-hyped advertisement, has ensured that the company is fined.

As an ice cream brand, Panda advocates that business should be no more than eating ice cream. "What are you trying to do?" While asking, the firm targets the rival in comparative advertising. The one that is used in comparative advertising is Magnum, as a strong rival. Magnum uses "hedonism" as a keyword (Eken, 2014, s. 445). Panda makes its rival seem guilty by showing sexuality in their commercials. What is more, Panda expresses that they do not find it right to associate the female body with eroticism. For panda, it is only an ice cream, nothing else.

This advertisement perceives that there is always trouble, a competition between the bride and mother-in-law. It is not only deceptive but also imposes the gender role on the public. Two women are in the kitchen, doing their best on cooking.

However, they seem like enemies, they look as if they were going to beat each other very soon. A more successful one will be rewarded with a double Trabzon bracelet, the most expensive and the most precious handmade golden jewelry in Turkey (Erdik; Hürriyet Emlak, 2018).

The values of Turkish women have been greatly offended in this national advertisement, which contains many violations of ethical rules. Regarding teleological ethics, the happiness of one group means the happiness of all humanity. The happiness of the bride in this advertisement ends with her dream of a large kitchen. Happiness should not be universally limited to a shallow idea such as a large kitchen for newly married women.

Beko brand, which portrays house cleaning as only a woman's role, discriminates negatively against women (Hande & Dilan, 2021, p. 34). Children, cats, including the woman's husband are called the naughty ones in the house. As a woman, she is invisible. She is as quiet as a broom. She is happy at a job doing advertising and cleaning. With this understanding, the perception being invisible, being silent are emphasized but overall being skillful is much more important than anything else. These three abilities are the ones that each housewife, mother or woman should have at home.

Discussion and Result

Ethical values in marketing communication are essential. The advertisements, which were used most intensively by the media, appealed to a large number of audiences. If the advertisement does not comply with the ethical rules, it destroys the benefit it wants to give. Competitors are also indirectly affected. Control is very important in advertisements where the influence of society is always questioned. For the advertisement to manage its function correctly, it should stay away from inappropriate and negative thoughts. Advertising

provides reputation and trust to its owner as long as it is reliable and believable. The ethical understanding states that the universe is true, individual preference should not be regarded in a correct situation (Kant, 1986d). Moral understanding results in action that ignores the initial intention. In the universe, there are certain principles and categories to follow. In light of these, humans; should be within the framework of rational universal rules (Macintyre, 2001, p.221). The important way is to follow rationalism.

The characteristics of an ethical advertisement should take the information into consideration. Information to enable consumers to make the right choice, and facts should not be distorted. Cultural values and norms of the society must be thought of as big criteria for the sake of the society. Prejudices and superstitions should not be abused. National and religious feelings must be respected. Children should be protected from abuse, their purity should be kept (Gazette, 2015). Deontological understanding advocates that the view should be in a universal principle in line with moral principles (Kant, 1986e, p.16). The advertisements should contradict the value judgments of society. Consumers' lack of knowledge should not be misled. There was racial discrimination. While one group gets amused with the product and the commercial, the others get disappointed. Racism, putting some out, and teasing some groups are not acceptable. Therefore, advertisements should not be produced according to selfish desire. What is more, it is a universal fact that the natural purity of children, and deprivation should not be abused. Children are naive beings. Stamping them through segregation is not acceptable.

Whatever is used in media affects humans in the long run. Advertisements use the human body as a tool (Heimsoeth, 1986). They mention that humanity should be an aim both in itself and in others. It is a way to manipulate women and men. Being as sexy as Barbie's body is the one way to be excellent. No other criteria such as being well-educated are as important as a perfect physical appearance. Doctrine is disregarded. Adapting social gender rules through commercials is so common. In the long term, overcoming the trouble will not be easy, it will take time. All these mentioned above are the answers of the problem status of the research. The indicators of ethical rules and the ways to be followed are discussed here. It seems that advertisements are responsible.

When considering why compliance with social responsibilities and ethical principles is important, it is clearly realized that compliance with ethical principles makes the members of the society dynamic, optimistic, and motivated. It hampers racism, it destroys hostilities. The members of the society, who act with the collectivistic self, live in love with each other. This situation raises the standard of living of the society. The people who live in peace do not seek happiness; they are already pleased.

As a result, as suggestions, the important point is to participate in the networks of advertising companies with "corporate ethical values". This will strengthen the national and international commercial and financial

support of the institution, and expand the existing working areas of the company. Most importantly, it will provide brand-new working potentials and brand-new working areas. Undoubtedly, in this context, the "competitive advantage" of the advertising organization with a "global vision" will grow exponentially over its competitors. In the next research, it is recommended to research food advertisements, most of which are effective on health care.

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