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FACULTY OF MASS COMMUNICATION

MASTER THESIS

ETHICS OF DISPLAYING THE ADVERTISEMENT IN TELEVISION

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PREFACE

This work aims on displaying marketing in Kosovan media and those abroad, concrete in televisions, but at the same time will include even the marketing ethics, by focusing even in the meaning of marketing also in the developed countries of the world. What will be defined through this work, absolutely, doesn't find out something new, or something that was never heard and told until now. Interviews are a very important part of this paper that enrich it with extra information, about the marketing ethics in our media and about how experts of this field see this occurrence. Here, a special chapter will also be dedicated to the political marketing, as a content part of the media appearance within the bulk of television advertisements. Even though, according to Sergio Zyman, ex- director of the marketing of *Coca Cola*, in his book "The end of the marketing as we know it", declares that the traditional marketing "doesn't die, because it has died".

Television as a global power, has a special importance in the life of everyone of us. What media serves to us, often remain in our memory, to not be forgotten for a long time, depends on what we like to remember. Therefore, there is no coincidence that we say that mass media have a huge impact and its power is incontestable. Television has been dominant in entertaining many families from the half of the century and advertising has been a motion power of the industry – for the same period of time. After TV has been reported – the first advertisement was for the *Bulova company* in 1941 and for which 10.000 dollars were spent, the advertisement has been evaluated as a perfect form of advertisement for many people of marketing. Despite that, television advertising has changed in the past forty years and is actually facing with a big number of challenges, which can obviously change its role in remarkable advertisements. In the 60s and 70s, television mainly consisted of three main networks. In 1965, only 8 % of household in USA, who had a tv, were able to watch about 10 channels in their televisions, and the three main networks (ABC, CBS and NBC), were watched from approximately 95% of the audience, that in reality is a big visibility. Almost 80% of displayed ads during the decade have lasted 60 seconds and the time which networks made space for ads, was limited in 9 minutes during the prime time. The fight to pass the limitation for advertising, along with the inflatorne economics, has brought us to the drastic expansion of scales of television advertising and the expenditure for TV – most viewed ads were increased 200 % from 1970 until 1982. The number of television ads was tripled until 1999, until cable operators networks, as: CNN, MTV, ESPN, Nickelodeon became very popular.

1. Television advertising interacts with the audience and wider. Approximately – each by not considering the age, gender, income, or education level, are prone to watch a TV program. According to *Nielsen Media Research* it's been calculated that approximately 280 million people of the age of 2 or older, live in 110.2 million households, in countries where television is watched, from which - approximately 77% are 18-year olds, or older.

2. Advertising through television, by all means, has its own advantages, are further incontestable, because, over all, includes with a video the interaction of photography and sound, offers extraordinary creative flexibility and enables real emotional showcases of products or services.

CONCLUSION

Advertisement is a social message packed previously and intentionally, which tends the modification of feelings, thoughts and acts of defined audience. So, in a big measure, is a persuasive technique and, as such, its definition is very similar with the persuasion one. In the logical meaning, advertisements means announcing or declaring that aims advertising a product or an element with values, whose purpose is for the product to receive attention from the wide audience.

“The display of the democratic theory in the change between media and other industry points, up to another resisting point, treats media as a typical part of the marketing agreement – a reason which can label the argument “don’t confuse the apple with the orange”! Agreement exchanging is a bargain issue.

To be precisely, by advertisement we mean a type of marketing tool (because it is a part of marketing) with a social and psychological impact, in order to attract consummators or the audience, for a defined purpose, which can be multidimensional (such as: economical, social, ethical, cultural, religious. etc). “Marketing is defined as something that takes the goods and services of the right people, in the right place, in the right time, with the right cost, and with the right communication and promotion”.

52. Money makes the marketing world go round. If you aim to be successful, you have to find the right money in order to put the marketing’s wheels in motion. So, as we mentioned earlier, marketing is influenced from many social factors, especially from psychology, sociology and economics. Through advertising, we also connect all the other creative arts. How big is the power of marketing or advertisement display through television, it was seen also from the interviews above, therefore the theory for advertising is valid that you must find the way to sell a product for which the consummator might not even need... From this paper, it results that everything in life is a calculation, everything is marketing and propaganda, it only depends how we know to show that virtue, or ability that we posses, the rest is on the consummators, that again can be any of us. The equation of this summary would be that consumption = democracy. Ideas without money are invalid. The truth is –not just like that, but you have to use the idea to find the money, and not marketing’s help. Marketing comes later on.

Stephen Leacock, humorist dhe edukator solli në pah një qëndrim cinik për reklamim: