
UNETHICAL ADVERTISING AND ITS IMPACT



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2011

Abstract:

The topic of this research was “Unethical advertisement and its impact”. Our Research question was “Advertising increasing consumerism and damaging and damaging social norms and values of our culture”.

In order to conduct research we collected data from 110 respondents and we found that the dress up used in advertisement is not according to our social norms and values, now a day’s most of the female models are wearing thin, sleeveless and short dresses in advertisement. Most of the time the message given in advertisement is exaggerated and it do not tell the real features, functions and benefits of the products.

Dedication:

We dedicate our project to our parents who prayed a lot for us during our studies and our supervisor sir Sajjad Anwar pasha who gave us time from his busy schedule.

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