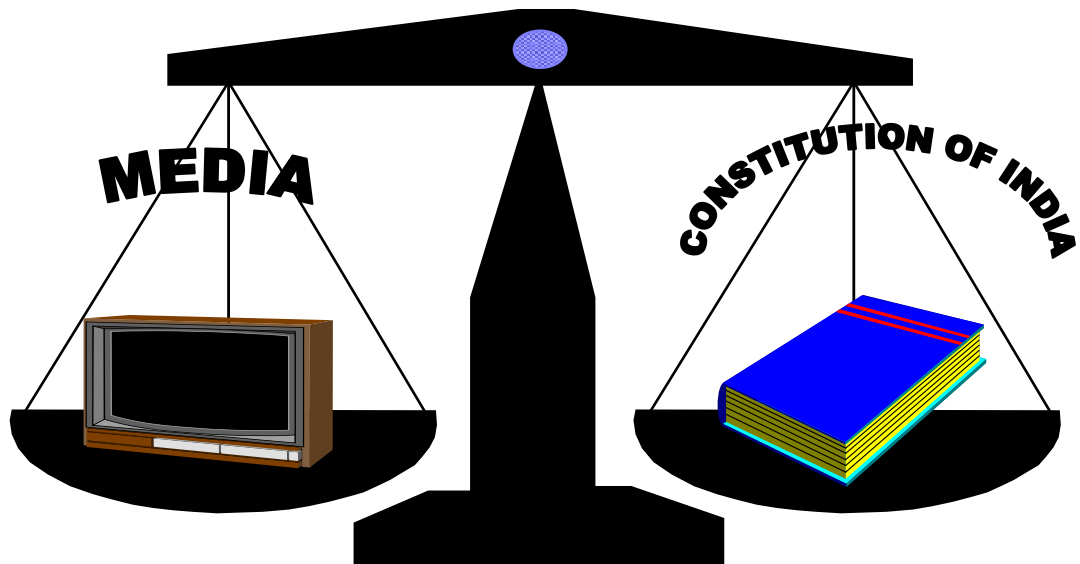


MEDIA AND THE LAW



A TRAINING MODULE

Prepared by
Ms. Aarthi pai

CENTRE FOR ADVOCACY AND
RESEARCH

NEW DELHI

1999

PREFACE:

The Following Training Module has been created for training of the Master Trainers of Viewers Forum, an initiative of the Centre for Advocacy and Research.

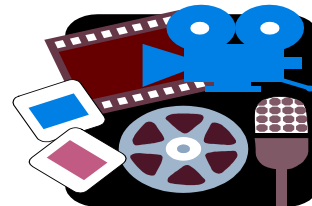
The Objectives of the Training Module is to make the members of the Viewers Forum informed about the actual working of a medium like television and to give viewers a critical perspective from which they can relate to representation and depiction on media. It is also an effort to ensure that viewers be sensitive to issues like: gender, development and human rights.

**THE TRAINING MODULE ON MEDIA AND LAW
IS DIVIDED INTO THREE SESSIONS**

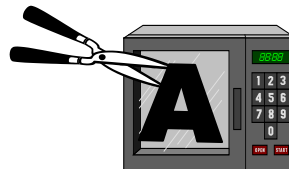
1. FREEDOM OF SPEECH AND EXPRESSION - AN INTRODUCTION



2. UNDERSTANDING THE CINEMATOGRAPH ACT



3. ADVERTISING AND SOME RELATED LAWS



It is accompanied by a detailed reader, which provides an introduction to some laws and important judgements.

SESSION ONE:

FREEDOM OF SPEECH AND EXPRESSION

A discussion of media often revolves around its many components ranging from images on television, news and current affairs, advertising, technology and others. However, we are often unaware of the various freedoms and laws under which the media making it difficult for us to understand the vast freedom associated with the media and indeed the various avenues open to a viewer and consumer in the event of violations.

(SLIDE#1)

The media impacts all of us in a very large way – the media comprises of many forms which include Print, Broadcast (radio and television), Advertising, Films. In tandem with the forms of media are its Audience - the viewer, listener, reader and indeed the consumer. Many a time the impact of the medium far outweighs the influence that the audience has on the media. There are many reasons for this imbalance, one of them is the lack of awareness of the legal framework within which media exists.

There are many laws that are related to media ranging from various print laws, broadcast laws and advertising codes to specific sections in the Criminal Procedure Code, MRTP etc.

A DISCUSSION

THE FREEDOM OF SPEECH AND EXPRESSION IS AN IMPORTANT FREEDOM GUARANTEED BY THE CONSTITUTION TO ALL CITIZENS.

ANALYSE:

DO YOU THINK THAT THE MEDIA IS COVERED BY THIS FREEDOM? WHY/ WHY NOT?

HOW WOULD THIS FREEDOM APPLY TO THE MEDIA?

AIM: To understand the source of the vast freedom given to media

What does the Constitution say about this freedom?

The Freedom of Speech and Expression is guaranteed by Article 19 of the Constitution. It states

“all citizens have the right of freedom of speech and expression” – 19(1)a

“all citizens have the right to carry on occupation of choice” – 19(1)g

“the freedom to publish proceedings in parliament and state legislature” 105(2), 194(2) (SLIDE #2)

WHAT IS MEANT BY THE FREEDOM OF SPEECH AND EXPRESSION?

It means the right to express one’s convictions and opinions freely by word of mouth, writing, printing, pictures or any other mode. (SLIDE #3)

The expression freedom of speech and expression means the right to express **freely** by any of the above means. This definition would enable us to understand how the freedom of media is a part of the freedom guaranteed under Article 19.

HOW HAVE THE COURTS VIEWED THIS RIGHT?

“Freedom of speech and the press lies at the foundation of all democratic organisations. Without free political discussion no public education which is essential for the proper functioning of the process of popular government is possible.” Romesh

Thappar Vs. State Of Madras, 1960 (SLIDE#4)

The courts have viewed the freedom of speech and expression as an integral part of the functioning of a healthy democracy. It is seen as a means of public education required for the functioning of a popular government. Therefore the broadest definition of this freedom was applied in relation to a popular democracy.

DID THE COURT CONSIDER ANY ABUSE OF THIS VAST FREEDOM?

“ A freedom of this amplitude may involve abuse, but felt, it is better to leave a few of its noxious branches to their growth rather than in the process of pruning them injure the growth of those branches yielding fruit.” (SLIDE#4A)

It is inevitable that when freedom of such vast amplitude is given to the people, there will be instances of abuse of the freedom and this aspect has been dealt at length by the courts. However, the courts have considered that it is better to

allow this freedom to be available to the people unfettered by restrictions rather than in the process of restricting the freedom, abridge the freedom in itself.

HOW DOES THE MEDIA GET COVERED UNDER THIS FREEDOM?

In the case of the American Constitution it does mention the liberty of the press as part of its freedom.

In England, this freedom existed as early as 1784, when “Liberty of the press” was defined as “printing without previous license, subject to the consequences of law”

In India, Article 19(1)(a) does not mention this freedom specifically but in 1960 the Supreme Court observed that the Liberty of the press is an integral part of the freedom of speech and expression. Since then, the freedom of the press has always been upheld as an important part of this freedom.

Some well known, landmark decisions of the court

The government under the Punjab safety Act had passed an order stating that all publications in newspapers relating to Pakistan must be submitted for scrutiny including cartoons and photographs (SLIDE #5)

The Court held Pre censorship on publication is a violation of freedom under 19(1) (a). *Brij Bhushan Vs. State of Delhi, 1950*

The Government made a notification banning the entry, sale, distribution of a paper “Crossroads”, in the State of Madras. (SLIDE #6)

The Court observed without liberty of circulation, publication has little value.

The Daily Newspapers Order fixed the number of pages and size, which a paper could publish. It was challenged on the ground that the Order was a violation of Article 19(1)(a).

The court accepted the argument that fixing the number of pages or its size would reduce the volume or the circulation of the paper and therefore would be a violation of the liberty of the press. *Sakal Papers Vs. UOI, 1962*

DISCUSSION

DO YOU THINK IN THE BACKGROUND PROVIDED ABOVE THERE SHOULD BE ANY RESTRICTIONS PLACED ON THE MEDIA. WHY/ WHY NOT

AIM: to understand the source of laws applicable to media

ARE THERE LIMITS ON THIS FREEDOM

The only limits on this freedom can be imposed on the Freedom are stated under Article 19(2) They are called Reasonable Restrictions. (SLIDE #7,8)

DISCUSSION.

CAN YOU THINK OF SOME ACTS/ LAWS THAT WOULD BE COVERED UNDER THE CATEGORY OF REASONABLE RESTRICTIONS THAT HAS BEEN DISCUSSED?

After the discussion the following slides can be shown of the laws covered under Reasonable Restrictions. Some laws are directly related to the media and some indirectly. (SLIDE #9, 10,11)

END OF SESSION ONE

SESSION TWO: UNDERSTANDING THE CINEMATOGRAPH ACT

A Brief introduction to the Act.

The Cinematograph Act aims at providing certificates to those films, documentaries meant for public exhibition.

1. Aim of the Act (SLIDE #12)
2. Powers of the Board (SLIDE #13,14,15)
3. Types of certificates granted by Board (SLIDE #16, 17)
4. Importance of the certificate needs to be emphasised:

Once a certificate is granted to the applicant; then neither the applicant, distributor, exhibitor nor any other person to whom the rights have been given, can be held liable under any laws relating to obscenity, on any matter contained in the film.

This certificate is valid for a period of ten years, throughout the territory of India.

5. Particulars of the certificate. The certificate given should have the following:

- Title of the film
- Length of the film
- Number and the nature of the certificate granted
- Conditions under which the certificate has been granted, if there are any
- Any other particulars with respect to the film.

The powers of the Central Government

The Central Government can call for proceedings of any film where a decision has been taken or is to be taken by the Board or the Tribunal.

The Central Government has the power to make an order with relation to the film and the Board must dispose off the matter in accordance with the order.

If the order affects the rights of the applicant then he/ she must be given the chance of being heard

The Central government is not required to disclose any fact, which it considers, will be against public interest.

7. When the Board would not grant a certificate (SLIDE #18)

Draw attention to the comparison between these conditions (slide 18) and Reasonable Restrictions laid down by Article 19(2).

8. What are the objectives of the censorship? Emphasis on the wide freedom given to artistic expression, which has to be considered by the board when reviewing a film. (SLIDE #19)
9. How do the guidelines achieve this objective (SLIDE #20, 21,22)

AREA OF PROBABLE DISCUSSION:

Do you think these guidelines are being applied in the context of films being shown? With reasons.

Refer to scenes of excessive violence being shown in any of the present movies.

10. An important guideline which the Censor Board has to keep in mind (SLIDE #23)

EXERCISE

AN INTERACTIVE SESSION: BANDIT QUEEN: THE MOVIE

INTRODUCE THE MOVIE AND THE AREAS OF CONTENTION

1. FRONTAL NUDITY
2. THE BABU GUJJAR RAPE SCENE/ NAKED POSTERIOR SCENE
3. VERBAL ABUSE (SLIDE #24)

VIEW THE CLIPS. ANSWER THESE QUESTIONS.

1. ARE THESE SCENES, ACCORDING TO YOU "OBSCENE", "VIOLENT"? WHY/ WHY NOT?

2.	WHAT DO YOU THINK IS THE AIM OF THE DIRECTOR IN INCLUDING THESE SCENES?
3.	REFER TO RELEVANT SECTIONS OF THE CINEMATOGRAPH ACT AND KEEP IN MIND THE GUARANTEED FREEDOM OF SPEECH AND EXPRESSION. WOULD YOU RECOMMEND:
-	“A “ CERTIFICATE FOR THE MOVIE, KEEPING IN MIND THESE SCENES, DIALOGUES? _____
-	RECOMMEND DELETION OF THESE SCENES TOTALLY? _____
-	RECOMMEND THE SCENES BE SHOWN IN SOME OTHER MANNER? _____
-	NOT ALLOW THE SCREEING OF THE MOVIE? _____
-	ANY OTHER SUGGESTIONS? _____
WHY?	
WHAT DOES THE DIRECTOR SAY? VIEW THE TAPE ON SHEKHAR KAPOOR	

What does the Court say on the law?

Referring to an earlier decision the court observed that the task of the censor is delicate and cannot always follow a set of commands laid down. The standards framed are done keeping in mind not the most depraved and least capable members.

Art and literature includes a view of social life as a whole. The line is drawn when the average moral man begins to feel disgusted and embarrassed at a naked portrayal of life without any social value.

Sex and obscenity are not the same. It is wrong to classify sex as obscene, immoral or indecent. But the use of sex to play a commercial role should be the subject of the censor.

It is not elements of rape, leprosy or sexual immorality that should attract the censor but how the theme is handled by the producer. (SLIDE #25, 25)

The guidelines laid down for the censor board are carefully written. It requires that

- The authorities be sensitive to the values and the standards of society and take note of social change.
- Artistic expression and creative freedom must not be curbed excessively.
- The film must be judged as a whole and from the point of view of the impact
- It must be judged from the point of view of the period depicted and the standards of the people to whom it relates
- The act requires that scenes of sexual violence, obscenity are avoided, but if such scenes are essential to the theme, they may be reduced and not particularised.
- Where the theme of the film is of social importance, it must be allowed to prevail (SLIDE # 27)

SPECIFIC REFERENCE OF THESE PRINCIPLES TO THE FILM “BANDIT QUEEN” (SLIDE #28)

1. The story of the film is about an innocent young girl who turns into a vicious criminal because the lust and brutality forced on her affects her psyche. The film raises an accusing finger at the members of the society who tormented the young girl and forced her to become a dreaded dacoit. It is from this point of view that the scenes have to be assessed.
2. The frontal nudity scene – “the exposure of the parts of the body was meant to humiliate the girl, and the effect of doing so could not have been better conveyed than by explicitly showing the scene. The object was not to titillate the viewer but to arouse sympathy for the victim and disgust for the criminal. Nakedness does not always arouse the baser instincts. Tears, pity, horror and a feeling of shame are the reaction at the sadism and heartlessness of those who stripped her to rob her of dignity. It is only the perverts who might be aroused. The role of the censor is not to protect the pervert. “Bandit Queen” tells a powerful story and the scene of Phoolan Devi’s enforced naked parade is central to that story. It helps to explain why Phoolan Devi became what she did.”
3. The naked posterior of babu gujjar in the rape scene – “ the rape scene helps to explain why Phoolan Devi became what she did. Rape and sex are not glorified in the film. It shows what a terrible and terrifying effect rape and lust can

have upon the victim. It focuses on the trauma and emotional turmoil of the victim to evoke sympathy for her and disgust for the rapist.

4. Use of abusive language – not too much need to said about the use of swear words which can be heard in every city, town and village street.
5. The message of the film should be recognised – does it advance the message? if it does, then the film should be left alone with an “A” certificate. The adult Indian citizen may be relied on to understand the message and react to it and not to the titillation of some particular scene.

A film that shows the consequence of a social evil must also show the evil itself. It is in that light that the guidelines laid down for the censor board must be interpreted. A film that extols or encourages a social evil cannot be permitted but a film that carries a message that a social evil is evil, cannot be rejected on the ground that it depicts the evil.

END OF SESSION TWO

SESSION THREE: ADVERTISING AND THE LAW

DISCUSSION

DO YOU THINK THAT ADVERTISING IS A FORM OF FREEDOM OF SPEECH AND EXPRESSION? WHY?

WHAT DOES THE LAW SAY: a brief introduction. Are advertisements covered under Article 19(1)(a)? **(SLIDE #29)**

The earliest judgement on this case was the “Hamdard Dawakhana “ Case in 1960.

The case related to advertisements of *hamdard dawakhana* for advertising ayurvedic medicines for the treatment of certain diseases. The point for the determination of the court was whether or not there was clash between the freedom of speech and expression as has been guaranteed by the Constitution and the Drug and Magic Remedies Act, which prohibits advertisements relating to certain diseases as given in the schedule. The court looked at whether or not advertising could be said to be covered under the freedom of speech and expression under Article 19(1)a.

It stressed on the true character of the advertisement. The true character of the advertisement depends on the object for the promotion for which it is employed. The advertisement takes on the attributes of the activity, which it seeks to help by bringing to the notice of the people. **(SLIDE #30)**

It states that “an advertisement is no doubt a form of speech but its true character is reflected by the object for the promotion of which it is employed. it assumes the attributes and elements of the activity under article 19(1), which it seeks to aid by bringing it to the notice of the public. When it takes the form of a commercial advertisement which has an element of trade or commerce it no longer falls within the concept of freedom of speech, because the object is not the propagation of ideas – social, political or economic furtherance of literature or human thought, but as in the present case the value and importance of a particular drug in treating a disease.”

“It cannot be said that every advertisement is a matter dealing with freedom of speech nor can it be said that it is an expression of ideas. In every case one has to see what is the nature of the advertisement and what activity under Article 19(1)a, it is seeking to further.

All advertisements do not fall into the category of expression of ideas and neither can all advertisements be said to be in the nature of commercial advertisements. **(SLIDE #31)**

Therefore, this judgement states that all forms commercial advertising is not a freedom of speech and expression. The implications of this judgement were manifold. The degree of freedom that was available to an advertiser under Article 19(1)a was drastically curtailed. Laws could be enforced which did not have to satisfy the criteria of being a reasonable restriction (Article 19(2)), and they would be applicable to the area of advertising.

But in the “Tata Yellow Pages” case in 1995, the Supreme Court overruled this longstanding judgement and stated that a commercial advertisement is a form of speech.

It is a freedom guaranteed under Article 19(1) (a) of the constitution and Reasonable Restrictions can be imposed on this fundamental right. If a commercial speech is deceptive, unfair, untruthful, then it is covered by the restrictions under Article 19(2). **(SLIDE #32)**

“The judgement states that commercial speech is a part of the freedom of speech and expression guaranteed under Article 19(1)a of the Constitution. Reasonable Restriction can be imposed on the fundamental right. Therefore, commercial speech which is deceptive, unfair, misleading and untruthful would be hit by Article 19(2) and can be regulated / prohibited by the State.

The court looks closely at the role of advertising in society and its importance as a means of informing people.

“Advertising is considered to be the cornerstone of our economic system. Low prices for consumers are dependant upon mass production – mass production is dependant upon volume sales – volume sales are dependant upon advertising. Advertising is also the lifeblood of free media- by paying most of the costs and making media available. To ensure a democratic press advertising subsidy is crucial. Without advertising, the resources available for ‘news’ would decline, which may lead to an erosion of quality and quantity. The cost of “news” being made available to the people would increase, thereby restricting its democratic availability.”

Advertising as a commercial has two facets. Advertising which is no more than a commercial transaction is also dissemination of information regarding the product advertised. The public at large is benefited by the information made available through the advertisement. In a democratic economy, free flow of commercial information is indispensable. There cannot be honest and economical marketing by the public at large without being educated by the information dissemination through advertisements. The economic system in a democracy would be handicapped without there being freedom of commercial speech. Therefore any restriction of advertisements would affect the fundamental right under Article 19(1)a on the aspects of propagation and circulation.

The court also considers the right of the public to receive information- commercial speech. Article 19(1)a not only guarantees the rights of an individual of speech and expression, it also protects the rights of an individual to listen, read and receive the said speech. In so far as the economic needs of an individual are concerned, their fulfillment has to be guided by the information disseminated through the advertisements. The protection of Article 19(1)a is available to the speaker as well as the receiver. Some times the recipient of the commercial speech may have a much deeper interest than that of the businessman who is behind the publication. An advertisement giving information about a life saving drug may be of more importance to the general public than to the advertiser who may be having purely trade considerations.

Based on this reasoning the Supreme Court in 1995, held that all advertisements are a form of freedom of speech and expression and are covered under the ambit of Article 19(1)a. Therefore. Those laws, which satisfy the criteria of reasonable restrictions, would be applicable to advertising.

SOME ACTS/ SECTIONS THAT WOULD APPLY TO ADVERTISING ARE

The Indecent Representation of Women Act. This Act is one of the most important in terms of laying down the law relating to representation of women. It was introduced to prohibit indecent representation of women through advertisements, publications, writings, figures or in any other manner. Indecent Representation is the depiction of the figure of a woman, her form, body or any part which has the effect of being indecent, derogatory or insulting women. It could be a depiction, which has the effect of depraving, corrupting or injuring public morality, or morals. The Act prohibits Advertisements containing indecent representation of women. (SLIDE #33)

Indian Penal Code Section 292. Who ever sells, hires distributes, exhibits, puts in circulation, makes, produces or has in possession any obscene book, pamphlet, paper, drawing, painting, representation or any other object whatsoever shall be punished.

An object would be obscene if it tends to corrupt or deprave people or appeals to the prurient interest of people likely to see or hear it. (SLIDE #34)

The Monopolies and Restrictive Trade Practices Act. One of the aims of the Act is to identify and eliminate unfair trade practices. An Unfair Trade practice is a practice, which causes loss and injury to the customer of goods and services by eliminating or restricting competition. Such a practice could be for promoting the sale, use, supply of any goods or services.

Such Unfair Trade Practice could be by making a statement (orally / written) or by visible representation

- σ Falsely stating that goods/ services are of a particular quality, standard etc.
- σ Falsely stating that the goods have benefits, accessories, performance which it does not have
- σ Makes a false statement about the usefulness of any goods
- σ Misleads the public about the price of the product or the service
- σ Misleads the public about the warranty of any goods / services
- σ Gives false/ misleading facts disparaging the goods, services or trade of another person (SLIDE # 35)

It is interesting to look at the applicability of this Act in a very recent case that came up for decision before the MRTP Commission. The dispute arose between Hindustan Lever and Colgate Palmolive Ltd., two giants in the area of consumer products.

In this particular case Hindustan Lever launched a product called “New Pepsodent” a brand of toothpaste. The toothpaste was launched in addition to the older product of toothpaste called “Pepsodent”. Hindustan Lever launched the product in the market accompanied by strident advertising in the print, visual and hoarding media.

The print advertisement. The advertisement claimed that the new toothpaste “was 102% better than the leading toothpaste”. The advertisement contains a schematic picture of samples of saliva/ smear. It depicts on one side of the advertisement, a pictorial representation of the germs in a sample taken from the mouth of a person hours after brushing with the “leading toothpaste”. And another pictorial representation is of the germs from the mouth of another person using the New Pepsodent. The former shows a large number of germs remaining in the sample of saliva where the “leading toothpaste” is used and the latter shows negligible quantities of germs in the sample of saliva where “New Pepsodent” is used. The advertisement also speaks of tests conducted at the Hindustan Lever Dental Research Center and says that Hindustan Lever’s product is based on a germ check formula which is twice as effective on germs as the leading toothpaste, and that it was in fact 102% better in fighting germs.

The television advertisement. The television advertisement shows two boys who are asked the name of the toothpaste with which they had brushed in the morning. The advertisement shows Pepsodent 102% better in killing germs, which is being used by one of the boys. So far as the other boy is concerned, who is using another toothpaste which is inferior in killing germs, the lip movement according to the Colgate people indicates that the boy is using Colgate though the voice is muted. Furthermore, even though the sound is muted the jingle used is the same as is used in the Colgate advertisement, leaving an impression that Pepsodent is being compared with Colgate.

A case was filed in the MRTP Commission stating that Hindustan Lever was guilty of unfair trade practice by giving misleading and false facts disparaging the goods of Colgate.

The question was whether or not the advertisements as claimed amounts to unfair trade practice. The advertisement makes a claim of 102% bacterial superiority. The MRTP Commission stated that this claim would have to be scientifically tested by experts.

On the question of “leading toothpaste” the Commission observed that the market share of Colgate was 59% as against the market share of Hindustan Lever which was around 27%. Therefore the reference of the statement “leading toothpaste” must be taken to be Colgate Dental cream. Further the television advertisement of the two boys along with the jingle was enough to create an association of the product in competition as Colgate.

The opinion of several experts was considered, who stated that there was not much difference between the old and the new Pepsodent toothpaste. Therefore as the old toothpaste was not superior to Colgate so the new one also could not be superior to Colgate.

These grounds are important to consider when an advertiser makes an advertisement whether for the print or the television media.

Code of Advertising Practice of Advertising Standards Council of India

An Advertisement should contain nothing indecent, vulgar or repulsive which is likely in the light of generally prevailing standards of decency and propriety, to cause grave or widespread offence. (SLIDE #36)

Advertising is governed by three sets of codes

1. The Code for Commercial Advertising on All India Radio (Radio)
2. The Code for Commercial Advertising on Doordarshan (television)
3. The Code for Advertising Practice of the Advertising Standards Council of India. (SLIDE #37)

Discuss the Code for Doordarshan and ASCI briefly.

Scope of powers of the DG

1. The Director General, Doordarshan, shall be the sole judge of the suitability of an advertisement for telecast and his decision in this regard shall be final.
2. Doordarshan time shall be sold to the Advertising Agencies at the sole discretion of the Director General, Doordarshan, according to the prescribed rates.
3. The advertisement should be clearly distinguishable from the programme by using suitable wipes/blank, in order to avoid the message of the programme getting mixed up with the content and images of the advertisement. (SLIDE #38)

What types of advertisements are not permitted by the Code

1. Advertising shall be designed to conform to the laws of the country and should not offend against morality, decency and religious susceptibilities of the people. (SLIDE #39)
2. No Advertisement shall be permitted which
 - (i) Derides any race, caste, colour, creed and nationality
 - (ii) Is against any of the provisions of the Constitution of India

- (iii) Tends to incite people to crime, cause disorder or violence, or breach of law or glorifies violence or obscenity in any way
- (iv) Presents criminality as desirable
- (v) Adversely affects friendly relations with foreign States;
- (vi) Exploits the national emblem, or any part of the Constitution or the person or personality of a national leader or State Dignitary
- (vii) Relates to or promotes cigarettes and tobacco products, liquor wines and other intoxicants **(SLIDE #40)**

- (viii) In its depiction of women violates the constitutional guarantees to all citizens such as equality of status and opportunity and dignity of the individual. In particular, no advertisement shall be permitted which projects a derogatory image of women. Women must be portrayed in a manner that emphasizes passive, submissive qualities and encourages them to play a subordinate, secondary role in the family and society. The portrayal of men and women should not encourage mutual disrespect between the sexes. Advertiser shall ensure that the portrayal of the female form is tasteful and aesthetic and is within the well established norms of good taste and decency. **(SLIDE #41)**

Some Advertisements that are prohibited relating to children

- No advertisement for a product or service shall be accepted if it suggests in any way that unless the children themselves buy or encourage other people to buy the products or services, they will be failing in their duty or lacking in loyalty to any person or organization. **(SLIDE #42)**
- No advertisement shall be accepted which leads children to believe that if they do not own or use the product advertised they will be inferior in some way to other children or that they are liable to be condemned or ridiculed for not owning or using it. **(SLIDE #43)**
- Any advertisement which endangers the safety of the children or creates in them any interest in unhealthy practices, shall not be accepted, e.g. playing in the middle of the road, leaning dangerously out of a window, playing with match boxes and other goods which can cause accidents.
- Children shall not be shown begging /in an undignified /indecent manner. **(SLIDE #44)**

EXERCISE: WATCHING AN ADVERTISEMENT

VIEW ONE ADVERTISEMENT: MARUTI

WHAT IS THE PRODUCT BEING ADVERTISED?

WHAT IS THE STORY LINE OF THE ADVERTISEMENT?

WHO ARE THE MAIN CHARACTERS IN THE ADVERTISEMENT?

_____ **SEX** _____ **AGE** _____

1.

2.

3.

4.

WHO IS THE AUDIENCE FOR THIS ADVERTISEMENT?

WHAT MESSAGE IS BEING REINFORCED BY THE ADVERTISEMENT?

DO YOU THINK THERE ARE ANY LAWS/ CODES, WHICH ARE BEING VIOLATED BY THE ADVERTISEMENT?

HOW WOULD YOU ADDRESS THE VIOLATION, IF ANY?

Processing a complaint in the Advertising Standards Council of India. (SLIDE # 45, 46,47)