

**TOWARD AN ETHICAL AND LEGAL FRAMEWORK FOR MINIMIZING ADVERTISING VIOLATIONS**

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[dx.doi.org/10.18374/JABE-13-1.5](https://doi.org/10.18374/JABE-13-1.5)

**ABSTRACT**

Ethical violations in the advertising field have triggered justifiable and plausible concerns and action by lawmakers, regulators, government, and society, as well as firms in the industry. The related literature contains a preliminary framework for consolidating various ethical issues in advertising under four umbrella dimensions, namely, the ethical violations pertaining to the 'sender', the 'message', the 'product', and the 'target audience' of the advertising communication (for example, see Byramjee, Klein and Batra, 2010). This paper attempts to supplement and strengthen that framework by suitably appropriating and explaining many of the recognized and practiced legal perspectives and regulatory implications for each of these four factors leading to ethical violations in advertising. The discourse attempts to consolidate the salient features pertaining to ethical violations within each of these factors, and presents detailed explanative regarding the legal and regulatory norms, rules, codes, laws, and legalities-in-practice to mitigate their influences on potentially impacted stakeholders.

Keywords: