

ADVERTISEMENTS AND ITS RELATION WITH THE VIOLATION IN SOCIAL NETWORK



Majeed Mohamed Fareed Majeed *¹✉

¹ English Department, Institute of Philology, Taras Shevchenko National University of Kiev, Ukraine



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ABSTRACT

In this research paper, the historical sequence of the start of advertisements and the intervals that went through were studied, the effect of advertising in promoting ideas, commodities and production.

Hence, we divided the advertisement according to the historical stage and this division was also linked to the emergence of the Internet, as advertisements were described and analyzed before and after the emergence of the Internet, the issue of violations was also discussed, especially after the emergence of the Internet, where there were violations on the personal, social and even governmental levels, also the effect on promoting the goal of the advertisement were discussed also.

1. INTRODUCTION

Danesi [2015] has declared that the term advertising has derived from the Medieval Latin language verb *advertere* which means “to direct one’s attention to” an idea, product or service by announcing an oral or written message in common public. Advertising is “a paid, mediated, form of communication from an identifiable source, designed to persuade the reader to take some action, now or in the future.” [18], 2015, p. 2] According to the American Association of Marketing (AAM) “advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor”. It is “the art of getting a unique selling proposition into the heads of the most people at the lowest possible cost” [25], 1961]. Stanton [1984] has diverted his focus towards the structure, channels and promoters of advertisement and presented his views as “it is the visual and non-visual type of marketing communication by a specific sponsor to convey non personal information for promoting products and services. These sponsors are often companies who struggle to promote their businesses or ideas”.

Advertisements have been around for thousands of years and had a variety of forms. What distinguishes the rise and development of advertisements since ancient times from the primitive forms that can be called advertisements

to the present day is that their causes were generally a reflection of human tendencies to fame or obtain influence and money.

The advertisement went through various stages of growth and development until it became an independent science, with specific rules and origins, and these stages are:

Pre-invention of printing: This stage extends from the beginning of the emergence of advertising in ancient times to what preceded the invention of the printing press in the fifteenth century. Investigators said that the first steps of advertising were in Ancient Empires, for example, in Egypt they used papyrus promoting slaves' sales and rewards. In Babylon, they used dirt splits with inscriptions about salesman, shoemakers and clerks. Greeks used street callers who announced ships' arrival and its cargo of metals, wine and species. In the case of Rome, they did something different for instance. They did the first touristic ad¹ of a tavern; in Pompeii a stone wall said "Traveler, if you go from here to the twelve towers, there Sarinus have a tavern, with this we invite you to come in, bye". [9], 2017, p. 3]

According to Preston [1971], "advertisements in the form of wall inscriptions, signs of craftsmen, obelisks, papyrus, ceramics, and so on, have been discovered in ancient cities such as Ur and Babylon, and later, of course, in Rome, Athens, Pompeii, and Carthage. In the ruins of an Italian city, Herculaneum, archaeologists found a wall with colour announcements of gladiator struggles".

The stage of the emergence of printing: The invention of the printing press led to the development of advertising and great progress in its methods and means of publishing it. The press appeared as a fruit of the printing press, which gave the advertisement greater possibilities to reach segments and categories outside the geographical scope of the advertiser. The volume of demand for it so advertising becomes one of the most important marketing activities for produced goods. In the early fifteenth century, and especially in 1447 [21], 2007, p. 10], printed advertisements appeared, and this credit is attributed to the former German goldsmith Johannes Gutenberg, and the first printed advertisement in English in 1477 by an English merchant, William Caxton [13], 1874]. Modern advertising began to take shape with the advent of newspapers and magazines in the 16th and 17th centuries. The first weekly newspaper appeared in Venice in the early 16th century. In the early seventeenth century, the first advertisement was published in Swedish paper "Posttidningar" in 1645 with the name as "Ordinari Post Tijdender" [22], 2016]. In the late 17th century, The London Gazette was the first newspaper to start print advertisement on regular basis, started wide circulation of newspapers, and reserve a section in newspaper pages for ads on fee basis [5], 2015].

The stage of the industrial revolution: The importance of advertising began to increase in the aftermath of the industrial revolution in the mid-eighteenth and early nineteenth centuries. The inclusion of picture in advertisement was applied in eighteenth centuries at England and Ireland [4], 2007]. In 1825, the message of advertisement had conveyed in ordinary text but later on modified with centered heading and new fonts in 1835 [22], 2016]. In 1836, the editor of the Éile de Girardin of La Presse in Paris was the first to rely on paid advertising to reduce its price, expand its reading range, and increase its profitability. The year 1841 witnessed the emergence of the first newspaper advertisement sales agent in the United States in Philadelphia by Volney B. Palmer, where he realized the benefits of buying and selling newspaper space again. In 1888, the magazine advertisement was a good source of promotion in USA as there were 15000 magazines with total copies of 28 million while the revenue was noted approximately \$ 240 million in 1929 [1], 2000]. By the year 1900 it became a turning point for advertising agencies, as advertising was established by them as a profession. In France and the United States, they have both expanded advertisements spaces and assumed responsibility for the content of the advertisements.

In 19th century, Thomas J. Barratt had created an advertising campaign for a Pears Soap company in London with the additions of slogans, images and phrases, like one of his famous slogans as "Good morning, have you used Pears soap?" [2], 1908]. Due to the reason, Thomas J. Barratt is called the father of modern advertising and remained as a famous contributor till 20th century [12], 2005].

The stage of technological progress: In the early twentieth century, advertising became more sophisticated and technical with the advent of media technology. Additionally, between 1880s and 1920s the advertisers shifted their focus from the utility of products toward social concerns like having products as a social icon, status symbol and positioning [27], 2011], making it possible to produce large quantities of goods and services. Producers had to find new consumer markets and expand existing ones to maintain profits and control prices. They branded merchandise and advertised brands to consumers to attract the heads of retailers and wholesalers through radio and television. However, during this period, advertisement got significant growth as the revenue of newspaper advertisement accounted \$30 million in 1880 and reached up to \$850 million in 1920 [23], 2015].

In 1920 a radio station was established to sell products to consumers and to companies that found a new platform to promote their products at that time, and the station owner got an opportunity to make money. The conception of radio advertisement took place in 1920 where advertisers spent \$ 4 million in 1927 on radio advertisement in USA [1, 2000]. At the same time, the conception of consumerism was raised and the development of electrical technologies provided new modes and media as the musical jingle was added to improve the advertisement efficiency to spread business information [5], 2015].

During the period between 1949 and 1969, there was a great growth in the sale of television sets, as it was one of the best advertising platforms to influence the consumer's mind. In 1941, the very first advertisement on television was appeared during a baseball game in America, where, Bulova Company operated its advertisement in a cost of 4 dollar via local channel in the New York City [31], 1941]. In 1950, the television advertisement became popular, caught attentions of audience toward advertised products or services and led to the addition of cartoons and Hollywood celebrities in advertisement to improve its creativity [10], 2014]. In 1950, the DuMont introduced television network for advertising products of several businesses and became a standard in the United State commercial industry [6], 2004].

With the advent and development of the Internet which considered it as, a new means of communicating business information. Initially, in 1970, the United States Government used the internet as an information-sharing network among different departments [17], 2004]. While in 1990, the access to the internet became able to general public in the United State and gradually extended to the global world with the development of Microsoft Windows and Macintosh operating system [3], 2005].

Researchers in the United States have estimated that by the age of 18 the average American will have seen around 350,000 commercials (Law 1994:28). [28], 1995]

During this period, advertisements appeared, some of them were free of charge, which contributed to reaching large numbers of individuals, and beginning interest in advertising and linking it with other sciences, so that it became a huge industry that needs creative capabilities and talents.

Due to the fact that advertisement has become a major role in promoting goods, many countries have put in place controls and legislation not to be used as a means of unethical competition between producers and to protect society from the damages resulting from it if it is misused.

How have advertising agencies changed over time?

While most people assume that working for an advertising agency is specifically about producing and producing ads and commercials, the original process is only a small part of the job. In the early days, agencies were hardly original at all. Even today, the agencies do a lot of market research; Preparation of detailed information plans; Buy online ads, ad space, and TV broadcast time; and doing other things many people have loosely categorized as marketing. Over the decades, agencies have evolved to suit the changing needs of clients. However, the advent of the Internet has completely redefined its role and posed new challenges.

2. ADVERTISEMENTS

The Purpose of Advertising

Any advertising agency must create a campaign to meet the needs of its customers; the offer may differ from each campaign as well. The benefit of advertising is to attract attention first, by communicating some information to some of the target audience and seeking a reaction from them.

Advertising developers have found a loophole in the work of this linear perspective, due to the dramatic development of the media and consumers. Because the advertisement received a response, the emergence of interactive media made consumer comments an integral part of marketing. It becomes rare for us to find no consumer comments on any type of advertising.

Advertising agencies evaluate advertising effectiveness on the basis of key elements. It evaluates the advertisement in terms of whether consumers remember the advertisement. They review factors used in this advertisement, for example their use of media or their use of creative elements that can effectively attract attention, such as the use of a famous celebrity. So, the more relevant the message contained within the advertisement, the more likely it is that the target audience will be interested.

The second evaluation is whether consumers understand the message in terms of learning. Advertisers use strategies to ensure consumer understanding and response. This type of cognitive advertising is effective because it

tries to calm the consumer by attaching a brand to a specific image, an example of which is high-participation products, where consumers are motivated to spend a great deal of energy in gathering and processing information, as it is more likely to be sold through the Cognitive approach.

The third evaluation is evaluating the advertisement in terms of its ability to persuade through establishing or changing consumer opinions about the brand, which is more difficult than simply communicating information. The consumer's intention to buy a trademark will influence the advertisement in a positive way as the purchase is a measurable response

And the last evaluation is considered the most used by advertising agencies because it measures consumer behavior. Whether the consumer has purchased the trademark and the advertisement is the only source of information. This is a weak measure because it is impossible to know that the purchase was due to advertising only. Customer determination is the return on investment, by making common measurements of buying behavior.

2.1. ADVERTISEMENT BEFORE INTERNET

Kinds of advertising media

Print advertising media are considered the oldest advertising art at all, as the emergence of this type of advertising has been associated with the emergence of printing and the press, through several traditional means that include: newspapers, magazines, direct mail.

Daily newspapers: are at the forefront of the means of advertising, and newspapers are many and widespread, and have their own political, economic and social trends. Newspapers include several types, both general and specialized in a specific field. It can also be divided into local and international newspapers.

Circulation and readership figures of newspapers are generally available and therefore enable the advertiser to deliver a detailed advertising message on a specific day, at short notice, to an audience whose size and composition are usually familiar [8], 1996:7]

Newspapers are considered a living source of information that is in line with events, as they are issued daily, which is reflected in their ability to present the commodity as new news that the reader deserves to read about it, even if only by a brief look, so the advertisement is printed in his mind and responds to it when needed and necessary.

Newspapers are considered one of the most flexible means of advertising, in that the reader can read the newspaper at any time he wants, and in many places: at home, in the public garden, in the restaurant, or in the means of transportation, and the reader can keep the published advertisement that attracts his attention and stimulates His interest. And to read the advertisement as often as he wants, and it provides the advertiser with great freedom in choosing the place of the advertisement and the space that it occupies (no matter how large or small), and thus the advertiser can refer to many aspects related to the characteristics of the advertised good.

Magazines: are the second types of printed advertising media, along with newspapers.

The magazine is longer than the newspaper for those who own them, so people usually keep magazines to read them at leisure, and the reader may be in a mood that allows him to accept the advertisement instead of in a state of urgency, and one may keep it for years, which increases the likelihood of multiple individuals who look at it.

The reader feels in front of the magazine a scientific and literary level that rises above the level of the daily newspaper, and if the advertiser is looking for a widespread newspaper, then the advertiser's interest in magazines is usually directed towards the magazine that is more widespread among a special audience that the advertiser wants to reach to them.

Magazines have a specific audience of readers that differs according to the type of magazine and its contents, which distinguishes it from other means. We may find magazines specialized in: economic affairs, politics, sports, art, health, and women's affairs ... etc. The advertiser, by choosing a magazine as an advertising medium, aims to deliver the advertising message to its readers as they are the target audience through the advertising campaign.

Advertising via direct mail: This type of advertisement has become widely used, especially in light of the recent technological development, as this advertisement serves to deliver a printed or physical advertising message to a strictly defined category of consumers through the official mail. Consequently, the effectiveness of this advertising medium depends on the existence of an advanced and efficient postal system capable of delivering the message to the intended audience at the specified time and in the appropriate manner.

Postal advertising is used in the field of special or durable goods, and more in industrial goods or services, so the advertiser chooses some customers' names to send those letters bearing data on a commodity or service, so the advertising message often takes the form of an invitation letter to buy or test a commodity. Such as what the Postal Corporation does in some countries through credit notification messages, which are often accompanied by advertising messages for selling household or electronic items, or even about organizing tourist trips for the benefit of some tourism agencies. Advertising by mail is a form of direct marketing that is directed towards consumers

Specifically, either by mail, through salesmen or agents, or through electronic marketing, and for this reason, direct mail is one of the means of providing direct marketing.

This type is considered one of the personal and direct means in advertising, as it allows directing the advertising message to a specific audience with high accuracy, and thus the advertiser is sure that his advertisement has reached the target audience.

This method is characterized by flexibility, as the advertiser can adapt the advertising message according to what he deems appropriate in terms of content and form. Advertising by mail allows advertisers to send bulletins, detailed data, or samples of their products, which is difficult to accomplish by other advertising means.

Audio advertising media:

The audio media is mainly represented in radio, as advertisement in this type of media depends on sound and good listening, and the radio is considered one of the oldest advertising media that was used alongside newspapers and magazines in the past, as advertisement began to be used in radio for the first time in 1922. Wells et al [2000:275] add that radio allows the listener to use his or her imagination.

Advertisement by radio broadcasting is not high-paid, and its frequency is easy to broadcast, and often a close link is formed between an individual and the broadcaster than the strength of the link between the individual and the daily newspaper or magazine, especially since listening to the radio does not distract one from interest in other matters in the home, work or car. .

Listening to the radio does not require reading knowledge, as in the case of newspapers and magazines, that is, the possibility of it reaching the largest number of consumers of all genders and social classes.

As a result of technological development, the radio has become a small-sized box that anyone can carry with it, in addition to the possibility of receiving radio waves through mobile phones, which has become widespread.

The broadcaster allows target selection based on:

- 1) Geographical location: flexibility in covering different geographical areas, due to the presence of local radio stations, national and international.
- 2) Time of the day: the audience changes between morning, noon and evening.
- 3) Programs: It is possible to reach different audiences by choosing different program formats such as: talk shows, cultural programs and music programs.

Visual advertising media

The modern and available media in our society has become one of the most important outcomes of modern technology, as audio and visual media are among the most recent means of communication in the modern era. Coupled with advertising, it has become more effective and influencing consumer behavior.

These means are:

- 1) Television
- 2) Cinema, And
- 3) Video

Television: Television is one of the most influential advertising media, according to Krugman et al [1994:457]; television is the ideal medium for some advertisers as it provides them with an opportunity to create dramatic and effective advertising messages by using both sight and sound, along with a diverse range of graphics technology. In addition to the multiplicity of television channels and the spread of their networks providing the advertiser with great opportunities to choose the best channel for his advertisement.

The great technical capabilities that television advertising enjoys, such as: sound, image, movement, colors, music and others, play a role in attracting the consumer's attention and then the psychological effect, through:

- Fast, live and direct presentation of the advertising message.
- Real representation of the reality in which the consumer lives.
- An essential tool for entertainment for all ages.
- The possibility of controlling the broadcast time and the possibility of replay more than once.
- TV ads can attract the viewer's feelings and sympathy.

Cinema: cinema has played an important role in recent years, especially the period that extended from the 1960s to the 1990s, as a result of the great interest in film production, as well as the limited spread of the medium of television, this necessitated a large number of segments of society at the time to pay attention to cinema as a means of entertainment.

The advertisement also knew its way through the cinema in many situations, but this method could not affect only a very narrow range of the audience, because many viewers are more inclined to television than cinema.

Cinema, like television, shares its artistic advantages related to the image, sound, movement, colors, and music, in addition to the screen width and thus the large size of the displayed image.

In cinemas, the audience is relaxed and psychologically ready to accept ideas.

Since cinema is considered a local medium, it is possible in this case to test advertising campaigns before implementing them as a TV advertisement on a large scale.

Video: the rapid spread of video devices in the world has enabled advertisers to exploit them within the modern advertising concept that uses information and communication technology to develop the advertisement, as advertisers reserve specific times and spaces within the recorded film knowing that the video tape will move between a large number of consumers during a long period of time. Consequently, they take advantage of the most beautiful and popular films for the public to pass their ads.

2.2. ADVERTISEMENTS THROUGH INTERNET

With the advent of the Internet, advertisers found a new way to communicate with the public, and advertisements began.

Internet advertising began in 1994, when the first banner ads were sold (Hotwired, October 1994) and the first commercially available Web browser, Netscape navigator 1.0, was released (November 1994). [15], 2002, p.14]

The use of the Internet as a means of communication increased very quickly in two ways:

- An increase in the number of companies seeking to use the network to contact potential consumers.
- The rapid adoption of the Internet by consumers for various purposes, including search for Information before buying and purchasing online.

This is what pushed companies to advertise via the Internet, which has spread significantly, as spending on Internet advertising in the world in 2000 reached \$ 5.4 billion and constituted 2.8% of the total. This study also expects that ad spending will reach the Jupiter Media Matrix, according to the spending study. \$ 15.4 billion during 2006 and that it constitutes 7% of total advertising spending. [14], 2000.p.5]

Various Internet pages have become a distinct means of delivering advertising messages, as companies that have websites with a small number of visitors can advertise through sites that have a large number of visitors, and place an advertisement on different pages with a fast link Leads to the advertiser's website. It is possible to display quick, light contents, or full detailed content, on the Internet, and advertising spaces are often rented with estimated pixel size, and these spaces can be rented for specific periods of time, or by the number of clicks on the advertisement. Advertisers can connect with the public via the internet using three methods:

E-mail: e-mail service is the most widely used service on the internet, it allows people connected on the network to exchange messages and files using their personal computers easily and without any effort. E-mail is so fast that we consider the transfer process to be real-time and, more importantly, e-mail is the cheapest means of communication that it is much cheaper than regular mail or telephony.

The e-mail service has been used by marketers to reach potential or existing consumers, where direct messages are sent to internet users who have a current or future interest in receiving messages from the advertiser .in this way, the advertisement targets consumers who have an interest in the product. This method is considered one of the

most effective methods of marketing communications. If messages are sent to the user who is interested in the subject of the message, companies should avoid sending messages to internet users who have no interest in the product. This is called Spam.

Many companies such as Juno, Hotmail, Yahoo offer free mail to internet users where the user can send and receive e-mails, and companies send ads to the e-mail to target consumers, for example Juno requires users to subscribe to e-mail dictate some demographic data and this data is used by advertisers to enable them to reach the target consumers through types of interests and news related to specific disciplines to make a choice He wants her to get her ads and news on his e- mail.

Usenet: Newsgroups allow users to read the topics raised within a specific News Group, and participate in sending a topic to one of the news groups and answer certain questions and these news groups constitute a whole so-called Usenet, that is, we find thousands of newsgroups and the user can find a News Group specific to each topic he can think about where these newsgroups Usenet has a large number of News collections bear the name for Sale. [29], 2000, p. 12]

Usenet is an important resource for marketers in order to reach consumers who are interested in certain topics and a marketer can use Usenet in order to recognize opinion of consumers with its products or services as a means of publication where marketers can use it as a channel of communication.

The World Wide Web: It is a global database available to all Internet users, and this service enables Internet users to roam easily, as it enables the advertiser to design advertising messages in a format that contains all the information they want and also allows them to use colors, graphic and shapes, in addition to being 24-hour on the network so that it allows the user to view it at any time he wants and also allows the exchange of information between the marketer and the consumer.

The network is characterized by:

- Having a large amount of information.
- Providing the possibility of developing the relationship between people and organizations through the interactive services provided by the network.
- The network is considered an opportunity to discover information on a specific topic, buy a product or service, search for job opportunities, or browse the Internet just to learn about its content.

The use of the network as an advertising channel has spread, as advertisers have found several ways to send advertising messages through the network, and the most popular way is to create a company-specific website where this site is known to the company and the commercial brand, and there is another way to advertise over the network, which is advertising in other sites where the advertiser does by finding a link between the advertisement on those sites and the company's website. [7], 2000, p.9]

Social media advertising provides a whole new dimension to advertising as its offer's interactivity to the users especially on Facebook which is the dominant social media [19], 2012].

According to some points of view, we can consider that social media is an examination of the credibility of advertisers who publish factors that attract the brand and in line with its results, and the role of consumers has become important to attract the brand. Activity that has occurred on social media related to specific products.

Personal accounts on social media have become one of the latest advertising mediums for advertisers, so a person should not be famous in any way, but rather he must have a large number of followers.

2.3. ADVANTAGES OF USING THE INTERNET FOR ADVERTISING

The Internet is considered an interactive medium as it allows the consumer to interact directly with the advertisement, which enables the establishment of relationships with consumers in the future.

- The Internet provides access to a huge number of audiences, as it is the only means that enables us to provide information or complete purchases anywhere in the world.
- The Internet achieves immediate response, as it allows for an immediate response from the consumer. This feature is not available in other means of communication except for direct sales, and products and information are always present according to the consumer's request, and a feedback is provided to the advertiser.

- Defining the target market precisely so that the marketer can reach the potential consumers.
- Providing important information about the company and its products, as the websites provide detailed information about the products so that the visitor can know all the information, he wants by visiting these sites.
- The Internet enables business to be reached, while television and radio cannot access it.
- The ability to trace, as the marketer can track how the user deals with the brand and identify the interests of both current and potential customers, and advertisers can pre-measure the response to the advertisement through the number of times the advertisement is pressed, which is difficult for any other means to measure it.
- Flexibility as the advertiser can modify or cancel the plan whenever he wants, and he can also follow the campaign daily, and this is what distinguishes Internet ads from ads published in newspapers that can only be modified in the next version, as well as TV ads that need high costs in the event that the advertising campaign is modified.

2.4. FORMS OF ADVERTISING IN SOCIAL NETWORK

Let's find out now how advertising companies use social network for advertising:

On Twitter

Twitter is the preferred social media platform for businessmen and politicians.

The strength of the Twitter ecosystem is not in its ads, but rather in its ability to grow on its own, unlike Facebook pages, which usually need funds to grow quickly.

E-commerce stores frequently use Twitter Ads to promote specific products to convert visitors into buyers in a fast way and to build people's knowledge and awareness of the product.

On Instagram

Instagram is a social media platform driven by images and is fast becoming one of the most popular options among young people. Let's take a look at some of the techniques used to effectively advertise on the Instagram platform.

Hashtag is a style that has its uses on other social platforms, but when it comes to Instagram, it is considered a powerful force so it should not underestimate its importance. Instagram does a great and useful job providing an analysis of the number of users engaging with a particular hashtag.

On Facebook

When it comes to promoting online, Facebook cannot be beat. The number of Facebook users exceeds 2 billion monthly users, which means that there is enough space for everyone to get a share of the market.

Not all advertisements will work effectively right away, and some won't even lead to a single purchase! Therefore, advertisements should be displayed and continue to be modified so that the modification process includes: the images used, the target audience, and so on, until these ads begin to convert customers into buyers.

On LinkedIn

We can talk about LinkedIn as the place of money; the fact that LinkedIn users earn more than thousands of dollars annually, in terms of advertising, the use of its services is the most popular and the best performance and results on this platform.

On Snapchat

Many people in the world use Snapchat and it is popular between the age ratio of 18 to 29, which makes it invaluable to many companies.

If we have a product or service that target this demographic, Snapchat is absolutely essential to the success of that. However, when it comes to advertising on Snapchat, its cost is quite high.

3. VIOLATION IN ADVERTISEMENTS

Advertisements have spread widely, and one hardly looks at any place where one walks except to find the various display screens and advertisements, these ads, which have become an important pattern in the lives of producers, have become indispensable for them and they use all kinds of tricks in order to advertise goods and show their

merits. And its advantages, but we find companies specialized in these advertisements, which have taken advantage of all modern means, such as magazines, broadcasts, audio and video, the Internet and other services to show their production, Producers and service professionals have found in the commercial advertisement a way to reach the consumer's mind in order to achieve material gain.

If this commercial advertisement is false, meaning that it leads to misleading the will of the consumer, then it must not be left without restrictions in order to protect the consumer.

The affected consumer can file a lawsuit in order to counter the damages that he touched and inflicted on him through deception that affected his freedom of choice, so we find that when the Federal Trade Commission discovers a case of fraud that has been committed against consumers, the committee files a lawsuit in the Federal District Court to stop the process and prevent the fraudsters from committing future occupations and obtain compensation for the victims.

Most of the legislation in the countries does not require the absolute truth or the complete credibility of commercial advertisements, as long as those advertisements do not result in harm to the consumer, and they allocate commercial advertising with independent regulations in light of the growing need to protect the consumer from his harm when he exceeds his objectives.

3.1. FALSE AND MISLEADING ADVERTISING

Richards, J and Curran, C [2002] have noted that the advertising and marketing literature lack analysis to determine the distinctive elements of advertising. This creates confusion when evaluating the contribution of advertising in business communication. It is clear that the main purpose of advertising is to make profits, and this is often done by overstepping the mark, or even breaking rules enshrined in the directives and laws. In modern society it is widely considered the ethical aspects in advertising.

False and misleading advertising is based upon deceit: deceit of the buyer who is thereby led to purchase a product or service which he would not purchase if he were fully informed with respect to all the relevant facts. Advertising may be false and misleading because it makes untrue statements. It may be misleading although every statement is literally true if it supports false and deceptive inferences, if it states only half of the truth, or if it fails to disclose material facts which, if known, would change the buyers' behavior. [16], 1962, p. 601]

Gardner [1975, p. 42] pointed out three different types of deception in advertising. The nature of these types is not mutually exclusive rather overlapping and these are consumer focused. The first type of deception is unconscionable lie which could be seen as totally false claim made by an advertisement. This type of deception is an utter/outright lie, therefore, consumer cannot benefit from the claims made by the advertisement. Second in this category is called "claim fact discrepancy", under which an advertisement is considered deceptive if the benefits of the claim could be derived from the product only when the product is used in a certain manner / way. Only those consumers can benefit from the claims that have all the information regarding the use of the product and precaution which are necessary. This type of advertisement is also considered deceptive because the discrepancy in fact provision leads the deceptive claims. The third type of deception in advertising is called "claim belief interaction". In this type, the advertisement interacts with the beliefs and attitudes of the consumer in such a way that the consumer might consider the claims made in the ad as deceptive. It's the way an advertisement interacts with beliefs and attitudes that make the ad deceptive not the claims in an advertisement.

Deceptive advertising can mislead the consumer through some representations such as personal allegations, i.e. taste or appearance, blowing (exaggeration is unlikely to be taken seriously) or by influencing the purchase decision. This includes explicit claims and claims regarding consumer health and safety and related outcomes.

False advertisements that contain value judgments such as "best" or "highest" can be considered explicitly dishonest ads only if the consumer has been deceived by the lawsuit and the public interest by banning them. Deception occurs when the origin of the phrase used in the advertisement creates an incorrect impression, leaving the result to the consumer ambiguous, and ambiguity prevails in it, and there is more than one interpretation, so any deceptive interpretation will be the one that must be relied upon.

The Federal Trade Commission stated that if the advertisement does not deceive the consumer due to an obscure knowledge of falsehood, it will not be in breach of their laws. The use of a "secondary meaning" advertisement is not deceiving, and we mean "secondary meaning" is another meaning of a term that is not mentioned, but it is widely understood that it is related to an element such as hamburger. This is not meant to be made of ham.

Social media provides advertisers with more brand recognition, and social media networks are like a large market in which advertisers present their marketing ideas and products and invite others to participate and consider them, and the greater the market (visitors trying to buy), the higher the chances of participation.

The advertising rules in traditional media apply the same to social media, but this medium raises many questions about how to apply its rules. Consumers, for the most part, believe that social media is an interface in which real people express real opinions about real products and services. As advertisers explore new ways to exploit the credibility provided by social media, as well as other forms of positive deception such as creating a fake social media account to expand their customer lists, or falsifying the product's geographical origin, they face new risks related to false advertising allegations.

But an advertisement doesn't need to make an emphatically wrong statement to be considered deceptive. Failure to disclose information needed to a consumer to make a meaningful decision is also deceptive. With social media, space is usually limited, so false advertising claims may easily arise when an advertiser fails to provide sufficient information about their goods or services.

Deleting information may also be implicitly misleading. Accordingly, a factual statement in the advertisement that lacks relevant evidence to support its claims is also considered deceptive.

4. CONCLUSION

It is known that advertising plays an important role in marketing ideas, goods or products, and most of the activities of individuals, societies, and even governments. The advertisements have passed through periods that have been classified in our research into advertisements before and after the Internet, and we have concluded that the advertisements and violations have occurred in both stages, and the stage of the emergence of the Internet is considered to be more and the most widespread violations that occurred in it, because the Internet is more widespread and therefore has more impact.

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CONFLICT OF INTEREST

The author have declared that no competing interests exist.

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