



An examination through legal regulations in turkey from an ethical perspective

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Abstract

As a conclusion of developments in mass media, ethic codes related to communication profession has become a topic of discussion. Ethical behavior of advertisement employees that has products in media in this framework and regulations around advertisements are also ended up with attracting attention. Lots of countries are specifying their own moral standards towards advertisement. The fact that legal regulations through advertisement do not go into particulars and the need of advertisers having their own self-audit have been accepted in general. In this study, advertisement in Turkey is examined under the titles of legal regulations, regulation councils, self-audit and ethics via descriptive analysis method. By pointing out the historical improvement of advertisement, regulations belonging to advertisement, councils that behave in the context of these regulations and organizations created by advertisers are investigated. Contribution of these studies about advertisement regulations and structure of organization to advertisement ethics is discussed with examples and anticipatory applications that must be done is made evaluations of.

Key words: Advertisement in Turkey, ethical regulations, self-audit

Introduction

With the shortest statement, advertisement is establishing and/or transmitting ideas in order to orient consumer to purchasing for a product or service. Advertisement: emerges as a conclusion of a dynamic procedure in the context of advertisers, advertisement agencies, producers and mediums that advertisement is published. The main one of these doctrines that are intended to understand the procedure is abbreviations that is used to express constitution process of advertisement via a basic language. For example: AIRPA (Attention, Interest, Request, Persuasion and Action) that states the purchase process is one of these (Foster, 1997: 10). There exist two important accents in these abbreviations that are expressed to be keys to affective advertisements in general: attract attention and persuade. Getting out of the consuetudinary means getting one more step closer to acquire these two elements for advertisers. Advertisement, that is desired to come up with a change through action in target market perception in order to have increase in sale figures of a product or service, has been a topic to ethical regulations in the point of route map that is followed in order to attract attention and persuade.

When we look at historical improvements, effort of village bellmen to reach the buyer in order to sell slaves in B.C. 3000 is stated to be the date that advertisement was started in the primeval era. But advertisement in the meaning that we

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understand in our times that is the effort of planned informing in mass media aiming sale, emerged through the start of written materials reaching wide group by the invention of press.

Advertisement studies that continues its way on a thin line in the point of ethics, has come down to these days as Ottoman heritage in Turkey. Advertisement applications in Turkey that have a deep-rotted culture, is tried to be enhanced and improved continuously with strategic regulations and supervisions. Legal regulations, as they do in lots of countries, only help specifying the general framework, where the details are shaped through the initiatives of governmental councils or self-audit. In order to come up with a reliable analysis in the study, subjects of advertisement and ethics and advertisement history in Turkey will be examined briefly and through this perspective, how Turkey deals with the subject of ethics will be probed. In this way, regulations' points that must serve as a model and deficiencies will tried to be determined.

Advertisement and Ethics

The word of ethics is derived from the word "ethos" that means "character" in Greek. And the ethics concept that is derived from "ethos" reveals the conclusion of examining moral rules and values by pointing out the ideal and abstract. Ethics, in addition to being predicated on nuncupative, abstract moral rules, is trying to implement what must be understood from these abstract concepts. In this point, ethic rules are expected to be improved in the inscriptive rules that are about a clear and specified area. For example, for areas like ethics of art, ethics of politics, ethics of education etc. in addition to the fact that there exist common principles, there also exist sui generis principles for each of the areas (Elden, 2009: 205). Mentioning about ethic principles in specific expertise areas caused "business ethics" to rise. Business ethics is about what people, that performs a specific profession, must or must not do. All the business principles aimed to be as far the best as they can. For this reason, business is determined by not only technical rules but also its way of affecting other people.

With communication becoming an interdisciplinary expertise, the start of communication professionals' trainings made it obligatory to communication ethics to be specified. With communication ethics, an ethics understanding of other professions that is based on communication is also mentioned at the same time.

Studies and researches about communication ethics are accelerated with the growth and variation of mass media. In this context, subjects like media responsibility, media performance, public benefit, constitutes important titles of communication ethics. RTÜK (Radio and Television Supreme Council) undertakes important tasks in the regulations in the area of media in Turkey. Where RTÜK includes general studies about media, with the privatization of profession areas that belong to communication, regulations that belong to these professions also get privatized. Press, so to say journalism, is a communication profession that has the oldest principles. Advertisement, that has a goal of affecting people towards purchase, came to daylight after mass media's growing affect and at the same rate, regulations about advertisement and ethic principles have been a topic to discussions.

Advertisement, with its improvement, has been criticized a lot, in addition to a mass that defends advertisement. Supporters of advertisement, expresses the fact that there is the need of advertisement before purchase of a product or service by



referencing informing side of advertisement. The point to be careful here is that whether qualified information is served or not. Again the supporting ideas claim that the most important qualification of advertisement is already pointing out something that exists. Advertisement has an important role in the process of realization of an existing fact by its target mass as a conclusion of selective perception.

The main critic that is intended to advertisement is the information is one-way where informing about a product or service is only intensified towards positive features, and users realize the negative parts about the product or service after the purchasing behavior. In this point, advertisement is accused of being deceptive. Another critic is about the fact that advertisers create needs that do not actually exist. This situation results in the conclusion of target mass, being manipulated.

Critics that follow Adorno and Horkheimer censures advertisers of that they globalized fake images of wealth, innovation and freedom of choice. According to these critics, advertising is the lever of capitalism as a profession of illusions. Advertisement is a one-sided communication between producer and consumer. It brings out innovation fetishism and dominance of experts. It exploits sexuality and children and more than advertising products, it seizes consumption as a lifestyle (Uzun, 2007). The only way for advertisers to stand in front of these critics is existence of advertisers who adopt honesty as a principle and are conscious of their public responsibilities. These critics made forces advertisers to become more responsible in the areas expressed as “ethical” and make it obligatory to act more careful in the name of applications for advertisers.

From the time that advertisement was started to be used conceptually, there have been various discussions in the context of advertisement and ethics. We may list these discussions as titles briefly (Cohan, 2001):

- Advertisement imposes the idea that possessing things also brings happiness. Very less of advertisements highlights sense of conscience and provides opportunity of a wider perspective to the things happening all over the world.
- Another complaint that is raised is that advertisement produced its own values and presents these as “good”. In this process, it is not important if costumer needs the product or not. Advertisement presents it as a requirement – need and makes it to be felt like this.
- Advertisement abuses our physical wishes, desires, and our body; by using body makes men and women both tend to be deceived equally.
- Advertisement, at the point of convincing, tries to put logical thinking on the back burner. For example, like the trial of ignorance of harmful points in the consumption of acidic drinks, alcohol and cigarettes.
- Advertisement is a way of entertainment that contains photographs, smart catchwords, special effects, movement and music. But it uses this entertainment to catch the attention and perception of its target mass and to set in motion.
- Advertisements are obliged to tell the truth in the framework of laws. But declarations like “most liked”, “the best” are welcomed as people see little exaggeration about the product is part of the rule.

The main critic about the content of advertisement is sexuality and children. Sexuality seems to be warped, decorated with patterns, away from the real meaning of the concept, and made to be consumption-indexed in advertisements. Sexuality in advertisements brings out the negative messages that are destructive in social and psychological senses, stigmatized to masses. In advertisements, love is degraded to



material where material is degraded to the level of love (Kilborune, 2005: 119-122). In addition to this, some advertisements that are contradictory with social norms and conflicts with moral values legitimates the situation that they perform. Again another negative side of the sexual-contented advertisements rests on the fact that they motivate adolescent teenagers to especially cigarettes and alcohol through sexuality.

Children are the other important discussion topic of the agenda about advertisement. Children are more likely to be into advertisement than adults and they place advertisement visuals and sounds to their lives. Ethics discussions towards children and start points of the critics are listed below (Yevgel, 2007: 283-384).

- By giving roles to children in the adverts of products that children are not related to, making it possible to children to take part in guidance of family and their parents in the process of purchase.
- Making it possible for children to bound reality and imaginary world upon “becoming happy by consumption”. In long term, forming individuals that make a habit out of unnecessary consumption
- The child, who is affected by the role models that he/she will be identified with in advertisements and whose character is being shaped newly, having a negative identity
- Showing things that can physically put the child into danger and the child would not distinguish between those things and reality
- Trial of establishing trust element to a commercial brand by using experts especially in the food advertisements that is forward children, motivating children to bad nutrition habits and obesity
- Brands gathering personal information of the kid, who uses communication technologies densely, and his/her parents without permission and routing children to web sites which would affect growth process negatively by the advertisement web sites.
- Thoughts about personalities of children actors/actresses who take part in advertisements affected negatively

As it is seen, there are lots of approaches that criticize the ideas that support advertisement. Most of the critics make it obligatory for advertisers to be more careful and planned via both self-regulatory systems and laws. In the profession of advertising where self-censorship is important at first, supervisions are in the second row.

Advertisement in Turkey

Newspaper and show card advertisements in America and Europe started to spread in 17th century. When it comes to 18th century, advertising became a professional job. On the other hand, in Turkey, this meeting occurs in a later date, in 19th century. Less expenditure concerns of journals and advertisement becoming a way of revenue led up to the establishment of announcement – advertisement units. Most of the announcements – advertisements that are published before the republican era, where published in a multilingual way. French, Armenian and Persian are also fall within these languages. When it comes to the start of 1900s, it became obligatory to prepare and plan advertisements because of the increase in the number of papers and in 1909, the first announcement-advertisement agency was established with the name “İlançılık Kolektif Şirketi” (*Publicity Collective Company*) (Çamdereli, Varlı, 2007:12). Advertisement, in addition to experience various increase and decrease periods, flourished with proclamation of Republic and especially after the era of



multi-party time. In the first times of the Republic, advertisements are usually published in journals by the international firms. And 1950s were the years which advertisement agencies started to operate in Turkey and Turkish firms publish their advertisements more densely.

In 1980s strategic importance of advertisement sector increased more and more. The tendencies of liberalization in national economy started to improve the power of private sector and increased competence between firms; and this situation reflected onto advertisement investments positively. In 90s, private televisions starting to their broadcast life, foreign companies coming to the country with globalization, the increase in number of foreign brands, increasing investment and competence in the area of media are the reasons that affects advertisement sector in Turkey (Elden, 2009: 156). This improvement implied professionalization. Firms, by combining their power with firms that are into international works, caught the advantage of following developments in the world and competition.

As it did in all over the world, technological improvement resulted in variation of advertisement areas in Turkey also. Mobile applications and internet are recently improving advertisement areas. In addition to the fact that legal regulations forwarded to these new advertisement areas are not enough, getting rid of the deficiencies in regulations about advertisements that take part in traditional media and preventing ethic problems as possible must be thought of as a monolith with anticipatory regulations made towards new media. And it must not be forgotten that this would take part in a study that also covers new communication technologies would be affected positively.

Advertisement Regulations in Turkey

In different societies, advertisements are supervised in various ways (self-regulation, the rules of private law, administrative control, and criminal proceedings). The basis of supervision consists of consisting appropriate competitive conditions and protection of consumer. Undoubtedly, other than these supervision ways, the best behavior pattern both from the side of publicist and advertiser firm is to provide conformity of advertisements to ethical principles. Researches held make consumers to have positive attitude towards brands that are honest and behaves according to ethical principles and make it possible to have a positive image for brands to have a positive image and a respectful position in the eyes of public (Elden, 2009: 212). In this way, convenience to ethic rules constitutes an advantageous position for both firms and target mass.

It is possible to examine advertisement regulations in Turkey under two titles, legal regulations and self-regulatory regulations. At first, information will be given about self-regulation council that is established aiming sector to regulate itself before it is investigated by councils of government and judicial bodies.

Advertisement Self-Regulatory Board

Self-regulatory mechanisms serving good and fulfilling their functions, makes state legislatures' that are constituted through laws, work alleviate. Because of this, self-regulatory mechanisms are tries to be developed all over the world. For example: In United States of America, National Advertising Division (NAD) which follows complaints related to advertisements since 1971 and National Advertising Review Board (NARB) which is the authority to object the decisions of this establishment before applying are important self-regulatory mechanisms of USA. Self-regulation in



England is divided into two. Advertising Standards Authority (ASA), this is established in 1962 and indicated to be a self-regulation corporation that is the most effective and has the biggest financial resource in the world, supervises all advertisements other than radio and television advertisements. Television advertisements are supervised by Broadcast Advertising Clearance Center (BAAC) and Independent Television Commission (ITC) where radio advertisements are supervised by Radio Authority self-regulation corporations. And in Germany, Deutscher Werberat (DWR) which is established within Zentralausschuss der Eebewirtschaft (ZAW) which is both an industry union and federation, functions as self-regulation in the topics of convenience to morality and courteous advertising where Zentrale Zur Bekämpfung Unlauteren Wettbewers (ZBUW), which was established in 1985, functions as self-regulation in the areas of deceiving advertisements and unfair competing (Avşar, Elden, vd. 2011:198). These examples in addition having different structures, shows that these countries positions self-regulation as an important unit in country structures.

Reklam Özdenetim Kurulu (*Advertisement Self-regulatory board*): Advertisement Self-regulatory board, which is established against dishonest advertisements by Advertisers Institution and Publicity Institution members and advertisement channels in Turkey, demands advertisements that are found to be conflicting with International Advertisement Practice Statements, to be fixed or banned from advertisers since 1994. This service of RÖK, also is a suggestion for both advertisers and media at the same time, in order to be protected from other regulation constitutions. It does this not because of a legal obligation, but bounding to a commitment done towards public and consciousness with social responsibility by trusting advertiser's common sense (Serttaş Ertike, Yılmaz, 2011: 142). In this way, advertisers both avoided further problems and prevented critics towards advertisement profession. Advantages of emerging ethical advertisement applications are related to self-regulation which is done in the quality that is desired.

Advertisement Regulatory Board determines the convenience of all the advertisements promulgated on the advertisement channels in Turkey according to International Advertisement Application Principals. Advertisement Regulatory Board, under the presidency of the independent president, consists of 28 persons, being 7 members from advertisers, 10 from TV institutions, media, open-air, radio channels, 7 from Advertisement Agencies, 1 from customer institutions, 1 from universities and 1 from Istanbul Bar Association. Each member has two years of period of incumbency.

Advertisement Regulatory Board resolves not only the customer complaints but also the complaints of advertisers and advertisement agencies about each other, protecting and accrediting the image of Advertisement Corporation, advertisements which are put on the agenda by the president as a result of researches made without request to provide trust to the advertisement. By the request of advertisement agencies and advertisers, it carries out its mission of pre-publication consultancy. Moreover, it resolves the objection to Executive Council (internal body of ARB)'s decisions by parts, advertisements which are considered as important by Executive Council, yet not as emergent and therefore forwarded to ARB, advertisements requiring principle decisions by Executive Council, ultimately and determinately.

If required to list some of the examples belonging to ARB (Avşar, Elden, vd. 2011: 206-208):



- Advertisements must accord with such rules as regulations, memorandum, rescript published by public authorities.
- They must avoid sexually abusive practices.
- Expressions in the advertisement must be correct. For example: A product which has permission of food by Ministry of Health cannot be introduced as medicine. When a brandmark is described as the best seller, there must be objective data, even though there is not such an obligation as the expressing the sales figures.
- To remark that one product is superior to its rival, it must be better than its rival in any circumstance without exception. Rival product cannot be used in the advertisement explicitly.
- In the advertisements, it is not allowed to refer to the rival product, which can be classified as discredit.
- Expressing an idea, audio-visual elements cannot be same as another brand mark.

Advertisement Council

Apart from Advertisement Regulatory Board and Private Civil cases, an executive supervision is required especially for deceptive advertisements. At this point, Advertisement Council is responsible for specifying the principles required to be abided in the commercial advertisements and announcements, examining the commercial principles and advertisement within the frame of these principles, and penalizing according to the result of examination.

Being one the institutions which realize supervisions regarding advertisements, Ministry of Customs and Trade makes its Customer-related researches through Advertisement Council. Advertisement Council consists of 29 members, which are: Ministry of Customs and Trade, Ministry of Justice, Radio and Television Institution of Turkey, Council of High Education, Turkish Union of Doctors, Turkey Union of Bars, Turkey Union of Chambers and Stock Markets, Journalists' Clubs, Advertiser's Clubs, Customer Organizations, Agriculture Chambers' Union of Turkey, Craftsmen' and Artisans' Confederation of Turkey, Turkish Standards Institution, Presidency of Religious Affairs, Turkish Union of Engineers and Architectures' Chambers, Confederation of Labor Unions, Union of Independent Accountant and Financial Advisors and CPAs of Turkey, Municipalities of Ankara, Istanbul and Izmir, Turkish Union of Pharmacy, Turkish Union of Dentists, Ministry of Health, Ministry of Food, Agriculture and Livestock.

Advertisement Coing determines the commercial advertisements and announcements within the frame of conditions specified by 16th article of "Law regarding Customer Protection" (no. 4077). These conditions (www.mevzuat.adalet.gov.tr):

- Commercial advertisements and announcements must be accord with laws, principles specified by Advertisement Council, public morality, public order, individual right, and must be just and correct.
- Advertisements, announcements and hidden advertisements cannot be deceptive, fallacious, or abusive to customer's lack of experience and knowledge, endangering her/his security of life and property, promotive of violence and crime, bad for public health, abusive for patients, senior citizens, children, and handicapped people
- Rival products and services which are intended to same purpose or which satisfy the same needs, can be advertised comparatively.
- Advertiser and participants in commercial advertisement or announcement are obliged to prove the tangible assertions.



- Advertisers and channel institutions are obliged to these article conditions.

Advertisements confirmed to be against Law of Customer Protection's (no. 4077) 16th article are penalized with stoppage, and/or correction or fine. Corporations foreseen penalty are sent notification of penalty, and profession chamber to which they are affiliated with are informed. After the penalty of warning, corporations which will be penalized for a second time are penalized with fine, and on the third time the first fine will be multiplied by two and applied.

As mentioned in the regulations of Advertisement Council, requests are done in written. Requests which do not include the name or commercial title and address of natural and legal entity are not accepted by Council. Original issues of written or published advertisements which are complained about are attached to the petition. Photographs of the ones which cannot be attached are provided by the request owner. Recordings of TV movies and radio commercials are provided by Radio and Television High Council in accordance with Law Regarding Radio and Television Institutions and Broadcasts' (no. 3984) 28th article. It is possible to apply Provincial Directorates of Industry and Commerce regarding commercial advertisements and announcements, as being reverted to the Council.

In necessary conditions, Council is allowed to establish specialization commissions which consist of maximum three persons. A report including the structure and result of each research is represented to the council by the commissions which council decided to be formed.

Apart from Advertisement Council, different public institutions (such as Capital Market Council, Council of Competition), although they are little in number, can have the authority of intervention about advertisements related to their own fields. Yet Advertisement Council and Radio and Television High Council (RTHC) serving in the structure of government in Turkey are the primary two foundations which are movers and shakers to 'advertisement'. When Advertisement Council decides about the contents of the advertisements, RTHC mostly makes regulations of broadcast corporations. Another issue which belongs to RTHC is that RTHC only intervene with the advertisements broadcasted on radio and television, and Advertisement Council has the authority of deciding about all open air channels and announcements in addition to radio and television commercials.

In addition to the fact that Radio and Television High Council has special determination on advertisements and media corporations, it will be appropriate to share one of its general announcements to media here in terms of expressing the approach of Radio Television High Council to media. Council's "General Announcement about the stoppage of promotions and advertisements of some product which are against this legislation" (03.07.2012) can be summarized with its general outlines as such (www.rtuk.org.tr):

"Ministry of Health and Ministry of Food, Agriculture and Livestock has found the claim that is referred to some food additions, gels, creams, masks, shampoos and lotions applied externally and various medical gadgets brand marks, and that they have losing weight, enhancing sexual performance, quitting smoking, preventing diseases, curing and healing effects, invalidate and has stated that they can only **help** the treatment of mentioned. For this reason, products alleged to be active in the issues mentioned above are stated to be adverse to the condition legislations related



to radio and television promotion and advertisement, and their promotions are requested to be restricted.

As known, according to Law regarding Radio and Television Establishment and Broadcast Services' (no. 6112) article 8/1, broadcasts cannot encourage the manners that will harm the common health. According to article 9/3 of the same Law, hidden advertisement cannot be carried out and according to the article 9/6/c, commercial communication cannot be fallacious and cannot harm the interest of the customer.

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In this respect, within the frame of Law no. 6112 until now a lot of penalty has been applied to (and shared with public opinion) *media services* which broadcast the promotions and advertisements, which are adverse to the legislation conditions, related to the products named in the list which are mentioned in the writings of Ministry of Health and Ministry of Food, Agriculture and Livestock. Yet promotions mentioned continue to be broadcasted in various broadcast corporations problematically. Related to these broadcasts, within the frame of writings and guidance off the Ministries mentioned, legal processes that is carried out related to all the advertisements and promotions indicatively, and not restricted with the products mentioned will continued to be installed.”

As seen above, in addition to that it aims advertisement contents; the announcement is stated to be applied not only to the corporations which owns the advertisement but also to the media service provider corporations which broadcast them. In general terms, RTHC gives places the sanctions oriented at broadcasting corporations rather than the ones who prepare the advertisement content.

I consider that it will be good to consolidate the issue with decisions of Advertisement Council in this frame. For this reason, there are decisions which belong to two separate advertisements in summary; and the first is broadcasted on television and the latter is published as a brochure. (www.gumrukticaret.gov.tr):

“The corporation which is complained about is a soap company; advertisement is broadcasted on television and published on newspapers. Advertisements of *Activex Liquid Soap* produced by the company are broadcasted on various television channels and published on issue of Kelebek appendix of the newspaper “Hürriyet”, dated 03.02.2012 as such “*Activex Anti-bacterial liquid soap with 7 effects, due to its special formula with 7 effects, kills 99% of the bacteria in 10 seconds. (...) Preventing bacteria from placing on the skin, it is proved to provide antibacterial protection until 12 hours.*”. The tests in scientific researches which are represented as a mount to these proof needed assertions are realized in the laboratories, yet the images in the advertising film creates the perception that it provides bacterial protection in any circumstance (such as dirty and muddy hands) through 12 hours, and the statement “*Activex's 7 effects special formula has the permission of Ministry of Health*” is deceptive and the speed of footnotes and subtitles of the advertisement does not have accordance with the legislation conditions related and it is advert to the 16th article of Customer protection law, and the conditions of Regulations of the Application Basics related to Principles of Commercial Advertisement and Announcement.

According to this, advertiser company has been charged with executive fine in the national level (81.554.-TL) and stoppage within the eighth subsection of various 17th and 25th article of the Law no. 4077.”



“The corporation mentioned in the complaint is an hotel. It is stated that the hotel used two stars although it is not subject to any investment or management certificate or a classification process regulated by Ministry of Culture and Tourism in the advertisement made on signboard and with brochure in 2011. It is decided that this advertisement is advert to 16th article of Regulations related to Tourism Facilities' Certification and Qualification, related articles of Regulations related to Basics regarding Principles and Application of Commercial Advertisements and Announcements, Law regarding the Protection of Customer. There the advertiser hotel is penalized with stoppage of the advertisements.”

Above there are decision examples of two main foundations which have voice within the frame of advertisement supervision related laws in Turkey. As it can be seen in this decision examples, while RTHC penalizes the media service provider which broadcast that advertisement in an issue experienced oriented at the content of the advertisement, Advertisement Council applies sanctions oriented at the corporation which prepares the advertisement in the direction of the content related regulations. Another important issue in the decision examples is that in the decisions of Advertisement Council, while in the first example there was a decision about the advertisement in television and newspaper, in the second there was a penalty about the advertisements published in brochures and signboards. This is the indication of the fact that regardless of the channel, advertisement published are interests of Advertisement Council within the frame of complaints.

Conclusion and Discussion

Advertisement in Turkey met with public and its development in this respect realized later than in European Countries. Especially after 1950's the establishment of agencies accelerated the development of the advertisements and today advertisement sector has become a sector which grows more in every year. According to the data of Advertisers' Club, in 2011, advertisement investments increased in a scale of 20% and became 4 billion 310 million TL. In 2012, an increase up to 15% is anticipated. Again, in Turkey, in 2011, 120.000 brandmark applications were made and this number helped Turkey reach to leadership of Europe in 2011 in this respect (www.rvd.org.tr). Advertisement sector in Turkey brings forward this development, the necessity of regulations as the most basic problem, and ethical problem. The realization of the rise with qualified practices, is possible with education of the professionals of the issue ethically, sufficiency of self-audital regulations and finally with legal supervision.

Turkey continues to improve its self-audital mechanism from 94' until now, always in ameliorization. Self-audital mechanism is an important board to which advertisers and promoters apply who does not go against with the law. Self-Regulatory Board, which will reach a better structure thanks to internal and external change, will be renewed in parallel to the interest of advertisement experts. Advertisement Council which serves as the ethical regulation board lied to the law, plays an important role both in the regulation of advertisements which is complained about, and also in the fixation of fallacies that they meet in their own research. Moreover, Advertisement Council tried to guide the advertisement sector with its researches about some specific titles within the frame of the commissions that it established.

There are two situations here to be compensated. First, Advertisement Council cannot allocate enough time to regulations that need to be developed, as a result of the effort to answer all the local complaints in Turkey, and is suffocated within the



local problems. As a solution to this, with the commissions that will be established according to the regional features of Turkey, and that will have meeting more often, the solution of local issues, and the transfer of the issues that cannot be resolved in the commission can be provided. In this process, Advertisement Council will be positioned both as a supervisor of other commissions and as a more active determiner of advertisement related criteria.

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The second important issue is that experts who work actively, find solutions in the sense of adaptation of the advertisement regulations to the new communication technologies, again with a commission that will cooperate with the advertisement board. Advancing technology necessitates the change of regulations at the same level. For this to be provided, the regulation commissions that put its center in the advertisement in only new communication technologies are needed.

To express generally, the development of the existing structure with some additions will both ease the application of existing regulations in the subject of advertisement and provide its adaptation to the agenda.

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