

SCHOOL OF EDUCATION & PROFESSIONAL STUDIES

Disciplined Inquiry in Education Seminar Series

March 2, 2022/Noon-1:00 P.M.

Literacy Center Balcony

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SELF-REGULATION OF ADVERTISING

Abstract: Advertising is a powerful tool and it leaves an impact on all-irrespective of education, intelligence or stage and status in life. Technology has had a great impact on this industry in the last couple of years, bringing in new opportunities, platforms, and tools to communicate with the consumers. The line between advertising publicly in mass media and the possibility of customizing messages to individual consumers has blurred. The role of visible self-regulation is becoming challenging as it is increasingly becoming difficult to monitor every communication to the customer that is specially tailored to the individual's needs and preferences. The presentation touches upon the literature review and makes an effort to identify the differences in self-regulation of advertising in India and US.

