



Maharaja Agrasen Institute of Management Studies

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Maharaja Agrasen Chowk, Sector 22, Rohini, Delhi – 110086, INDIA www.maims.ac.in



Date: February 18, 2025

Ethical Advertising Workshop

Academic Year: 2025-26

Name of Event: Ethical Advertising Workshop

Organizing Unit: Department of Journalism and Mass Communication

Date of the Event: February 18, 2025

Time of the Event: 1 P.M.

Location: Seminar Hall.

The Department of Journalism and Mass Communication successfully organised an insightful workshop on Ethical Advertising on February 18, 2025. The session was conducted by Ms. Aditi Hingu, a seasoned professional with over a decade of experience in advertising industry. She stressed the importance of fair practices in advertising and their ramifications on both consumers and brands.

The workshop sought to endow students with a comprehensive knowledge about ethical advertisement and its different aspects. Ms. Hingu spoke about the necessity of honesty, transparency, and responsibility in advertisements and the case studies of deceptive advertisements and their implications. She also spoke about the Advertising Standards Council of India (ASCI) guidelines and the role they play in guiding advertisements for consumer protection.

For increased interaction during the session, Ms. Hingu presented genuine examples of advertisements that have been criticized on grounds of unethical content. She broke down how these adverts breached ethical conventions and resulted in legal issues, consumer backlash, or regulatory punishments. From deceptive messaging to stereotyping and misdescription, she gave the consequences associated with brands which did not promote ethical advertising policies.

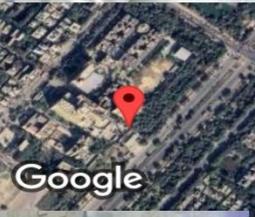
This interactive process enabled the students to analytically evaluate advertisements and appreciate the significance of sticking to ethical standards. The workshop proved to be a resounding success, making students even more appreciative of the ethical standards within the

advertising field. Not only did it enrich their knowledge, but it also motivated them to utilise ethical thinking in their later professional lives.

Towards the conclusion of the workshop, Dr. Umesh Chandra Pathak, Head, Department of Journalism and Mass Communication, delivered the vote of thanks, expressing gratitude to Ms. Aditi Hingu for sharing her invaluable insights on ethical advertising. He acknowledged her efforts in making the session highly informative and engaging for the students. Dr. Pathak also appreciated the enthusiastic participation of the students and faculty members, emphasizing the importance of such workshops in bridging academic learning with industry practices.



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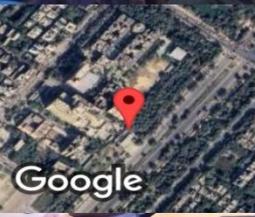


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18/02/2025 10:52 AM GMT +05:30



 **GPS Map Camera**



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MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

**ORGANISING
WORKSHOP ON**



**NON-
EXPLOITATION**



**SOCIAL
RESPONSIBILITY**



**CONSUMER
CONFIDENTIALITY**



TRANSPARENCY



**LEGAL
COMPLIANCE**



**TRUTHFULNESS
& OPENNESS**



**FAIRNESS &
EQUITY**

E^{THICAL} ADVERTISING



: 18th February 2025 (Tuesday)



: Seminar Hall, 9th Block



: 10:30 am to 12 pm

Ms. Aditi Hingu
ASCI Academy
Master Trainer

FACTULY COORDINATOR

Ms. Neelam Nanda Prabhat
Dr. Nisha Singh

PROGRAM HEAD

Prof. Dr. RAJNI MALHOTRA DHINGRA
Director, MAIMS
Dr. Umesh C Pathak
HOD (JMC)