1. What do you understand by societal culture? Explain how is attitudes to activities like gambling, drugs and child labor analyzed?

Ans: Societal culture refers to those enduring sets of values, beliefs and practices that distinguish one group of people from another. It appears that the avid focus on globalization has tended to ignore or diminish the importance of societal culture, the latter tending to act as a mediator or filter to the spread of ideas and practices across the globe, resulting in their adoption, adaptation, or even rejection. Thus in a globalizing world, the recognition of societal culture and cross-cultural similarities and differences becomes more, not less, important. Consequently, the inclusion of societal culture as a factor in investigations covering such themes as the curriculum, teaching, and learning, leadership and school-based management is seen as an imperative for the future development of the field.

People are using different kinds of substances. Even school going children and street children have access to different varieties of drugs. A lot of money is wasted on alcohol and other drugs worldwide. The individual is affected in many ways. The addict’s physical and mental health are affected. His finances get drained. His family life is jeopardized. Addiction causes industrial and road accidents as it impair judgment. It affects one’s efficiency and hence results in the loss of man power. In short, it kills one’s personality. An addict becomes undependable, and is never trustworthy. Indulging in stealing, pawning, gambling and telling lies are just a part of an addict’s life. He is the wrong role model to the younger generation.

Addiction causes untold damage to the society also. Addiction is at the centre of several crimes and it disturbs social tranquility, as it is the cause for many antisocial activities. Addiction is responsible for various social disturbances — from street fights to gang wars. How can one expect tranquility in a society infested with hard core drug addicts, illicit distillers and liquor barons? International and cross border drug trafficking, drug syndicates and drug mafia have brought about untold miseries to nations. Smuggling, terrorism and subversive activities have all links with drug trafficking.

Addiction has its impact on the family. In the Indian situation, the woman in the family is the worst affected. Usually an addict accuses the woman and the cause for his addiction. She is pestered for money and when he becomes indifferent and incapable she is constrained to take the dual role of the father and mother. In the male dominated Indian society, the woman is suppressed in many ways and addiction of the male adds to her oppression. Usually the addiction of the male is responsible for domestic violence. Chemical dependence also affects the sex life of a person. An alcoholic is likely to get the disease called alcoholic paranoia and such persons become suspicious over the fidelity of their wives. Children of addicts fail to get the required love and care and are likely to have low self-esteem. Grown up addicts in the family serve as bad role models and naturally they mislead the children in the family.

Addiction is responsible for many crimes and accidents. Behind eve teasing to rape, picking pockets to bank robbery, street fights to cold-blooded planned murder and massacres, addiction may have a role to play. The society loses many man-hours and talented manpower due to addiction. We all know about the link between drug trade and prostitution or drug trade and gambling and, other antisocial activities. Illicit distilling and trading in illegal drugs creates many problems in the community. We all know that the presence of addicts and pushers has caused to festivals, religious functions, and such celebrations due to the presence of substance abusers.

As a nation also we suffer due to addiction. International drug trafficking has links with smuggling, illegal arms trade, terrorism, subversive, and such anti-national activities. Some of the drug syndicates are so powerful that they threaten the very existence of governments. Many of the underdeveloped countries helplessly look on at various problems including health issues posed by addiction as they don’t have enough resources to take care of health and welfare programs. Much of the money is wasted on substances in third world countries and that is only at the cost of many developmental activities.

2. What are the ethical issues involved in marketing function and advertising business?

Ans: Ethical standards for business are important, particularly in the age of the Internet where information is accessible to anyone and may remain online indefinitely. False advertising is a familiar issue, and most business people are aware of the risk of exaggerated product claims, but the main implication is that because of the advertising “watchdogs,” companies indulging in this practice may be caught and punished. Other issues with ethical implications are not as cut-and-dry, and the consequences — especially for the consumer — may be serious.

Stereotyping
Marketing campaigns often cast particular groups in stereotypical roles, such as washing powder advertisements that show women as housewives preoccupied with their laundry, or do-it-yourself marketing that seldom portray anyone other than men as being “handy.” In addition, the stereotypical impression created by much commercial marketing is that having an abundance of possessions will lead to fulfillment and happiness, but the opposing message is that the consumer will not be part of the happy group if he does not purchase the product.

Subliminal Messaging
Inserting subliminal messages in marketing material is an effort to manipulate the thinking of the consumer. An advertisement promoting George W. Bush’s campaign during the presidential elections of 2000 flashed the word “rats” for 1/30th of a second during its criticism of Al Gore’s prescription medicine plan. The purpose of this, although hotly denied by the maker of the ad, was to cause viewers to associate the Gore with a rodent.

Exploiting Social Paradigms
Cultural and ethnic sensitivities may cause certain groups to find some types of marketing offensive. For example, marketing for a luxury car that shows the driver as a man who is able to charm an attractive woman makes a number of social statements that could offend. These include the suggestion that a woman only cares about financial success, the idea that a man needs a luxury car to attract the woman of his dreams, and the promise that if the consumer buys such a car, he will immediately become desirable.

Vulnerable Audiences
In the same way that the use of racial or ethnic groups in advertising can serve to stereotype them, the absence from using these groups in marketing in a multiethnic society can create image and identity problems among those that are excluded. Marketing aimed at children, in particular, is fraught with the risk of causing ethical implications. The targeting of children with fast food and unhealthy snacks can lead children to not want to eat anything else and result in childhood obesity.

Post-Purchase Dissonance