



## Ethical Perspective of Simultaneous Advertisements & News Content on Television in India

Dr. Mansi Tripathi<sup>1</sup>  
Ms. Kriti Shah<sup>2</sup>

### Abstract

The incorporation of commercials within news broadcasts is still under examination, with particular attention paid to the ethical perspectives and audience attitudes. This study explores the moral issues, efficacy of regulations, and viewpoints of the public regarding concurrent ad placement in news programming on Indian television networks. Through convenience sampling and an online survey methodology, 120 respondents, mostly from Bhopal contributed their ideas. The study's goals included investigating audience impressions, assessing current regulatory measures, and looking at ethical issues brought about by ad placement. The results showed differing opinions among the public about the moral ambiguity and intrusiveness of concurrent commercials during newscasts. The overwhelming lack of satisfaction with the current laws highlighted the need for more precise and stringent rules specifically designed for the placement of advertisements during newscasts. The practical implications of this study extend to strengthening media accountability, informed regulatory reforms, public awareness, and industry direction. A small sample size, sampling biases related to geography, and the lack of expert interviews are further drawbacks. The study's findings highlight the difficulty of balancing ethical issues with simultaneous commercial placement during newscasts. The study's findings lay the groundwork for more research and support the need for updated regulatory frameworks in the television broadcasting sector as well as a more sophisticated understanding of public attitudes.

**Keywords:** Simultaneous Advertisements, Audience Perception, Media Ethics, News Content, Ad Placement, Non-Free Air Time Commercials (NFCT).

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<sup>1</sup>Faculty of Advertising and Public Relations, MCU Bhopal

<sup>2</sup>Student, (MA in Advertising & Public Relations), MCU Bhopal