



## **A brief study on the importance of ethics in corporate social responsibility**

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### **Abstract**

The Indian corporate industry is talking business today. It has evolved from being a small-scale business to a full fledged industry. It has emerged as one of the major industries and tertiary sectors and has broadened its horizons be it the creative aspect, the capital employed or the number of personnel involved. Indian corporate industry in very little time has carved a niche for itself and placed itself on the global map.

Indian economy is on a boom and the market is on a continuous trail of expansion. With the market gaining grounds, Indian corporate has every reason to celebrate. Businesses are looking up to corporate as a tool to cash in on lucrative business opportunities. Growth in business has lead to a consecutive boom in the corporate industry as well. The current article highlights the significance of ethics in corporate social responsibility.

**Keywords:** Ethics, Corporate, Social

### **Introduction**

Corporate has ethical value. The mixing of Art and facts in corporate communication are subservient to ethical principles. In today's competitive and buyer's market, ethics have to be truthful and ethical. If an corporate is misleading, the credibility of the organization is lost. To view the truth in corporate, it has to be seen from to consumer's point of view rather than from legal point. The corporate industry has been frequently criticized for putting out misleading or exaggerated claims in respect of product, goods and services advertised.

The purpose of corporate is to induce the customers to buy products. Corporate communicates information to potential customers and attempts to persuade them. Corporate has an impact on increase in sales but for it to be successful, it has to be well coordinated with the entire marketing mix. There is a tendency among the general public to look at the ethics with some amount of distrust. This poses a challenge to the advertisers. If one corporate among the several ethics seen regularly is not truthful, the public tends to feel that all ethics are like that i.e., dishonest.

Corporate analysis is no different from any other type of analysis. The goal is to break down a specific corporate down into its component parts to see how it works, to see how it persuades. Treat the ad as a puzzle; all you are trying to do is to see how the pieces of the puzzle work individually and how it all fits together. An corporate should be broken down into the following parts:

The majority of ads have a very simple purpose: To convince the audience to purchase a particular product or service. Other types of ads include public service (information) ads and ideological ads such as those for Greenpeace or the National Rifle Association (selling ideas).

Nothing in the picture is there by accident; everything has a purpose. Look for a pattern of symbols or images. For example, a champagne corporate may have a couple walking

hand in hand on a moonlit beach (symbols of romance). The key is the association of the product to a certain idea. In other words, ethics are primarily illogical. They are used to persuade. So, this champagne corporate will not tell how much the product costs, what it tastes like, and so on. The goal of the advertiser is to get the audience to associate the product with something positive, so champagne = romance. Look for patterns of symbols or images that develop a certain dominant theme(s).

Similar to the picture, none of the words in an ad are there by accident; they are all very carefully chosen, and this includes not only the wording in the ad but also the product name and slogan. Look again for patterns of words that develop certain themes. For example, a computer corporate will contain words like high performance, powerful, and so on. Usually, the themes present in the language will echo or reinforce the themes present in the picture.

Advertisers direct their ads toward specific audiences. Audiences are broken down in such categories as age, race, gender, economic class, region of the country, and so on. In addition, these are the broad categories. The magazine the ad is placed in will give a very clear indication of the specific audience targeted. In other words, Bride magazine has a very specific audience.

A corporate in Business Week will target business people. Cosmopolitan ads target contemporary women. You will not find many Harley Davidson motorcycle ads in Cosmo, just like you will not find any champagne ethics in Field and Stream. The magazine, the product, the language, and the picture will help to clarify whom the specific audience that is being targeted by advertisers. Try to be as specific as possible when narrowing down the audience.

### **Corporate Ethics**

The youth in India is thus being squeezed out by the youthful.

