



# INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

## TRUE ADVERTISEMENT VOICE (TAV)

Author: Viraj Dnyandeo Utekar

### Abstract:

True Advertisement Voice (TAV) will be an agency team which will do inspection of all advertisement content's before been broadcast on Television Channel, the production team before sending the advertisement to broadcast center, firstly they have to get their advertisement content verified by TAV, the main reason for bringing TAV into exist is to prevent the inappropriate, illogical, violent, seductive advertisement being broadcast on television channels.

**Keywords:** visual representation, curse, fragrance, seductive.

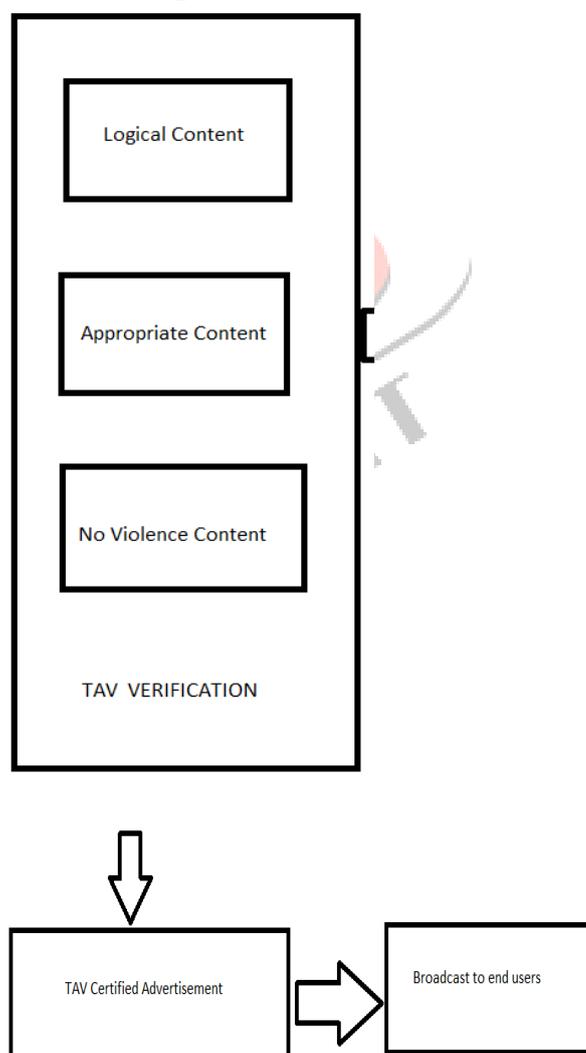
Broadcasting advertisement is one of source where business gets early profit, but profit word should be applied for both business and end users, today's advertisement content shown in high quality defines their content into double meaning or no meaning which has to kept away from human visual representation which curse people to think beyond, like the body perfumes just gives fragrance but some of advertisement agencies shows the content in such a way that opposite gender getting attracting to fragrance and following up. The mouth refreshment just gives refreshing to mouth, but the content is been represented in such a illogical way that shows opposite gender gets attracted.

True Advertisement Voice will move this content by verifying 3 steps

1. The content should be logical content
2. The content should be appropriate content (no seductive contents)
3. The content should not contain any violence (animal, human, religion, politician, etc.,)

After passing from this 3 steps verification there TAV will provide green signal for production team or advertisement agencies to move ahead to broadcast channel and be ready to be broadcast. After getting 3 steps verification the advertisement will be known as TAV verified and certified advertisement.

the advertisement content can be moved to broadcast channel to be broadcast to end users. This can ensure to bring the discipline to society to more extent.



**Reference:**

<https://vikaspedia.in/e-governance/online-citizen-services/government-to-citizen-services-g2c/grievance-redressal-1/grievances-against-misleading-advertisements>

<https://consumeraffairs.nic.in/more/misleading-advertisements>

