

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:1831

ANSWERED ON:04.08.2005

EFFECT OF ADVERTISEMENT ON SOCIO-CULTURAL ATMOSPHERE

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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the Government is aware that the electronic media in the field of advertising is adversely affecting the cultural atmosphere of the society;
- (b) if so, whether any evaluation has been made regarding the adverse effects on the socio-cultural atmosphere of the society;
- (c) if so, the details thereof; and
- (d) the action taken by the Government to check obscenity and vulgarity in advertisements and films?

Answer

THE MINISTER OF INFORMATION & BROADCASTING AND CULTURE (SHRI S. JAIPAL REDDY)

(a) to (d): No study has been commissioned by the Ministry of Information & Broadcasting regarding the effect of electronic media in the field of advertising on the cultural atmosphere of the society. However, the Cable Television Networks (Regulation) Act, 1995 prescribes that advertisements of satellite TV channels transmitted or re-transmitted through cable service are required to adhere to the provisions of the Advertising Code prescribed under the said Act and rules framed thereunder. The Advertising Code, inter alia, provides that advertisements carried in the cable service shall be so designed as to conform to the laws of the country and should not offend morality, decency and religious susceptibilities of the subscribers. The Advertising Code also provides that no advertisement shall be permitted which glorifies obscenity in any way. The Code further provides that indecent, vulgar, suggestive, repulsive or offensive themes or treatment shall be avoided in all advertisements. The Central Government has constituted an Inter-Ministerial Committee to look into violations of the Advertising Code.

As regards public exhibition of films, the Central Board of Film Certification (CBFC) set up under the Cinematograph Act, 1952 certifies films for public exhibition. The guidelines for certification, inter alia, provide that scenes involving sexual violence against women like rape, etc., scenes showing sexual perversions, scenes degrading or denigrating women in any manner, scenes showing anti-social activities, such as violence, the modus operandi of criminals, etc. are not depicted or glorified or justified and/or are reduced to the minimum in cases where such visuals are germane to the theme of the film. The CBFC certifies films keeping in view these guidelines and also keeping in view the fact that artistic expression and creative freedom are not unduly curbed and that the medium of film remains responsible and sensitive to the values and standards largely prevalent in the society.