

Advertising Standards Authority

The Advertising Standards Authority (ASA) was **established** in 1962 by the advertising industry. It is the UK's independent regulator of advertising for all the media, including TV, the Internet, **sales promotions** and direct marketing. Its work includes acting on complaints and **proactively** checking the media to take action against **misleading**, harmful or offensive advertisements. As well as acting on complaints, ASA carries out many other regulatory activities to make sure advertising stays within the four general rules: Legality, Honesty, Decency, Truthful Presentation. It actively checks ads in all media and regularly conducts **surveys** of advertisements published by sectors where there is either unsatisfactory compliance with the Codes or where there are public **concerns** about that segment.

Each year there are many millions of ads, direct marketing communications, sales promotions and digital communications in the UK. The role of ASA is **to ensure** ads are legal,

decent, honest and **truthful** by applying the Advertising Codes. The Advertising Codes are written, revised and enforced by the Committee of Advertising Practice (CAP) and the Broadcast Committee of Advertising Practice (BCAP). CAP and BCAP's membership consists of organisations that represent advertisers, agencies, media space owners, direct marketers and **broadcasters**. The Advertising Codes put down rules for advertisers, agencies and media owners to follow. The Advertising Standards Codes are separated out into codes for TV, radio and all other types of ads. The Codes contain **wide-ranging** rules designed to ensure that advertising directly by implication, by omission, by ambiguity or exaggeration does not mislead, **harm** or offend the consumers. In addition, the Codes contain specific rules for certain products and marketing techniques. These include rules for alcoholic drinks, health and beauty **claims**, children, medicines, financial products, environmental claims, gambling, direct marketing and prize promotions.



broadcaster: *emittente televisiva*
claim: *reclamo*
concern: *preoccupazione*
to ensure: *garantire, assicurare*
to establish: *stabilire*
to harm: *nuocere*
to mislead: *ingannare*
proactively: *in modo proattivo*
sales promotion: *vendita promozionale*
survey: *indagine*
truthful: *veritiero*
wide-ranging: *ad ampio raggio*


1  Answer these questions about the text.

- a. When was the ASA established and what is it?
- b. What is the function of the ASA in the UK?
- c. What is the difference between CAP and BCAP?
- d. What is the aim of the Codes?
- e. Who were the Codes written by?

2  Decide if the following sentences are true or false. Then correct the false ones.

- a. ASA is a regulating organisation which “investigates” ads.
- b. Anyone can complain to the ASA.
- c. The rules of ads are written on the Code by the CAP.
- d. Expensiveness is one of the most important four rules of the Codes with Legality, Decency, Honesty.
- e. The Ad standard codes are the same for TV, Radio and the Internet.

T	F
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

3  Match the words on the left to their meanings on the right.

- | | | |
|---------------|--------------------------|--|
| a. complaint | <input type="checkbox"/> | 1. A person who owns something. |
| b. truthful | <input type="checkbox"/> | 2. Someone who doesn't hide facts about something. |
| c. to omit | <input type="checkbox"/> | 3. To make certain that something will happen properly. |
| d. law | <input type="checkbox"/> | 4. The general condition of your body or the state of being well. |
| e. honest | <input type="checkbox"/> | 5. A statement in which someone says they are dissatisfied, unhappy and makes it formal in a court of law. |
| f. to enforce | <input type="checkbox"/> | 6. Someone who doesn't usually tell lies. |
| g. membership | <input type="checkbox"/> | 7. A rule that people must obey. |
| h. to ensure | <input type="checkbox"/> | 8. To be a participant of a club, group or association. |
| i. owner | <input type="checkbox"/> | 9. To make people obey a rule or a law. |
| j. health | <input type="checkbox"/> | 10. Not to include someone or something. |

