

Research on Ethics Construction of Network Advertisement Based on Responsibility Ethics

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Abstract: Online advertising is a complex form of advertising based on the Internet. It is a new media expression and advertising operation model. Based on the conceptual analysis of responsibility ethics, this paper expounds the definition and basic principles of the meaning of liability ethics, and discusses the specific representation and reason analysis of the anomie of contemporary online advertising ethics, and based on this, it makes a tentative inference on the practical approach of online advertising responsibility ethics, that is to strengthen the awareness of self-consciousness of social responsibility of online advertising subjects, enhance the responsibility and responsibility of public service advertising, and the system construction of online advertising responsibility ethics.

1. Introduction

As a unique economic and cultural phenomenon in the information age, online advertising is also at a loss as to the binary paradox of interest-driven and ethical claims in the online world. In terms of the normative dimensions, online advertising should be based on basic facts, with the principle of universal social ethics, and the equality of justice and benefit as the ideal goal. However, the actual situation in the field of online advertising has shown a bad trend that deviates from this. Its worrying phenomenon directly reflects the weakening or even disappearance of the ethical regulations, which not only hinders the dissemination function of advertising itself, but also to some extent, it also shakes the integrity foundation of the entire society. Therefore, how to purify the unhealthy tendencies in online advertising from the perspective of responsibility ethics is the central issue that this article seeks to explore.

2. Responsibility ethics analysis of online advertising

The objective problems in the field of online advertising in the information age prompted us to explore and think about it from various aspects. The introduction of the "responsibility ethics" perspective helps to strengthen the development of orderly and good online advertising, and tries to break its previous negative expansion and fully demonstrate its unique economic and social values. The online advertising "responsibility ethics" horizon is mainly through the principles of harmonious development and competitive cooperation, and then in the integration of concrete practice to promote the awareness of the moral norms of Internet advertising, and practice the inquiry and exploration of the ethics of network world's responsibility

2.1 The concept of "responsibility ethics"

The "responsibility ethics" was first proposed by the German sociologist Max Weber in his speech in 1919. He distinguished the "belief ethics" from the "responsibility ethics" and believed that in the field of action, the responsibility ethics takes precedence over the trust ethics. [1] Weber's "responsibility ethics" requires the kind of "unconditional" to bear responsibility for his actions, and there is no logic of "for the sake of... so be responsible".

Responsibility ethics in the field of online advertising refers to the ethical anomie embodied in the social, economic, and cultural relationships and relationship network structures formed in the online advertising campaigns, through the emphasis on responsibility awareness, the ethical principles play a regular role in this domain. Therefore, modern society must recognize the importance of the perspective of responsibility ethics on the value orientation and development space of online advertising.

2.2 Theoretical Principles of "responsibility ethics"

The concept of "responsibility ethics" in the article is to study and discuss it under the context of socialist moral theory system and applied ethics with Chinese characteristics. From the standpoint of the former, the "responsibility ethics" must contain institutional ethics that fits with the core values of socialism; for the latter context, the "responsibility ethics" should provide a methodological principle on the level of social operation. In terms of the normative nature of online advertising, it is clearly under the general agreement of these two kinds of contexts. Therefore, we propose that the principle of harmonious development and competition and coordination is the proper meaning of the "ethics of online advertising responsibility."

The principle of harmonious development plays an integral role in responsibility ethics, which not only embodies the harmony among the social subjects in the development process, but also shows the ultimate goal of "harmonious symbiosis and dependent coexistence" on the level of ideal values. Responsibility ethics regards the principle of harmonious development as its own institutional connotation, and emphasize that every independent individual and organization should assume responsibility for development.

"Competition and cooperation is one of the driving forces to promote the development of contemporary society. In the ethics of responsibility, we must implement the principle of competition and cooperation. We must carry out the principle of competition and cooperation in assigning responsibility, fulfilling responsibility, and evaluating responsibility". [2] In the perspective of responsibility ethics, competition and collaboration are based on the integration of exchanges and reciprocal exchanges on the premise of responsibility consciousness. The discovery of the principle of competition and cooperation can be of great benefit in regulating and guiding people's various types of responsibility activities.

Responsibility ethics is one of the core categories of normative ethics and applied ethics. Under the current network market economic environment, it cannot stop at the moral theory view of responsibility, nor can it be confined to the utilitarianism concept of responsibility, it is also necessary to construct a moral concept based on responsibility-right from the perspective of contemporary online advertising ethics. In order to achieve a new integration and convergence of economic value and social value, in this process, the active role that responsibility ethics can play in the field of online advertising will eventually be widely recognized and valued.

3. Ethical anomie in online advertising

Online advertising originates from the rapid development and extensive application of Internet technology in the information age. Hawkins, a communication scholar, once defined that "online advertising is electronic advertising, refers to the advertisements that are disseminated to consumers through electronic information services". It is understood from a broad perspective that online advertising is based on the internet as the backing platform and the virtual electronic graphic as the form of dissemination, it is a unique economic and cultural phenomenon arising from the information age. However, along with the widespread popularity of online advertising, its social function is not only reflected as a marketing means, but it is impregnated into many fields including social culture, ideology, and moral regulations. As a result, a series of ethical issues related to online advertising also surfaced.

3.1 The loss of online advertising ethics

Online advertising is seen as a special economic and cultural phenomenon in the Internet age,

and its impact is increasing day by day. As the former, online advertising is a product of commodity economy, which provides a certain reference and guidance for the development of the market and fulfills the essence of the commodity. As the latter, online advertising in its dissemination process contains a world outlook, an outlook on life, values and the meaning of life practices with the characteristics of the times, which plays the role of cultural carriers. But at the same time, because of the inherent disadvantages in the market economy and the lack of the ability to adjust the culture itself, many ethical anomie phenomena have been induced in the field of Internet advertising. Therefore, the ethical issues of advertising are increasingly becoming the focus of attention and discussion.

The proliferation of false advertising leads to the lack of authenticity. "True and objective information is the basic legal requirement of advertisements, but also the basic moral requirement". [3] False advertisements are all manifested as the lack of authenticity, purely commercial advertising behavior that obtains benefits at the expense of morality, or regardless of interest and moral behavior, they are not accepted by the advertising agency.

The spread of vulgar advertisements leads to the lack of aesthetics. Kant once pointed out that aesthetic feeling does not originate from the concept or category of cognition. Aesthetic activity is not only the spiritual pursuit of the subject's inner connotation, but also the self-fusion of the aesthetic object on the appearance and sense. However, in the field of online advertising, some advertising practitioners persuade consumer groups to accept the commodities they are trying to admire and their values, so that the dual paradox of interest appeals and ethics is clearly biased towards the former, one of the more serious examples is the growth of vulgar advertising.

The spread of comparative advertising leads to the scarcity of goodness. "Any advertisement in any way, either straightforward or indirectly, or by some implicit means, involving your own competitors, or mentioning their products and the services they provide, it constitutes a comparative advertisement". [4] At present, China only mentions that it should be prohibited in the "Advertising Law" and has not given a clear definition. In the process of online advertising dissemination, because of the anonymity and concealment of the Internet, the suppression, derogation and exclusion among commodity competitors can be seen everywhere. This not only undermines the dual stability of the market environment and the network environment, but also causes a great degree of damage to its business reputation and integrity.

3.2 Analysis of the causes of the misconduct of internet advertising ethics

In the field of online advertising, there are a series of ethical issues such as false fraud, charming vulgarity, malicious defamation, and gender discrimination, the root cause is inseparable from the social environment. On the one hand, some advertising practitioners are driven by their interests and neglect the social responsibility that they should bear, resulting in a weak universal ethical awareness and a loss of ethical code; On the other hand, the imperfection of the social supervision system and the related laws aggravates this adverse consequence. In addition, because of the hidden nature and uncontrollability of the Internet virtual world, the blind spot of the management system has also been expanded to some extent.

To sum up, there are many reasons for the anomie of online advertising ethics, and it is necessary to obtain a comprehensive view of the whole, and grasp the overall situation from the overall level to better reverse this undesirable phenomenon. This series of reasons analysis finds the importance of responsibility awareness and responsibility ethics. In the hidden environment of the cyber virtual world, it is of great significance to emphasize the moral personality support of the behavior subject based on responsibility and the ethical consciousness of the supervision system to fulfill the responsibility for the realization of the harmonious development of the online advertising.

4. The construction of an online advertising responsibility ethics system

The relationship between the network virtual society and the real society is based on the human intermediary relationship, the system of "responsibility ethics" for constructing online advertisements must also be based on the real society, and it is necessary to talk about the ethical practice in the field

of online advertising from the moral basis of reality, the "ethics of responsibility" constructed in this way is no different from the wood without roots. Among them, the practice of "ethics of responsibility" in online advertising is not accomplished by leaps and bounds, but a multi-dimensional process that is embodied in a complex and progressive process. It requires the joint cooperation of multiple identities of online advertising within a governable "basic order". Promote the construction of online advertising "ethics of responsibility" and promote the sustainable development of online advertising in the context of contemporary society.

4.1 Strengthen responsibility ethics and improve industry self-discipline

In terms of online advertising behavioral subjects, social responsibility constitutes the inherent requirement for sustainable development. In the field of online advertising, "The so-called advertising social responsibility refers to the ethical concept, professional ethics, and social behavior norms that an advertising practitioner or organization should adhere to when dealing with the rights and obligations related to oneself in an advertising campaign", [5] this kind of social responsibility is born out of the objective needs of the development of online advertising itself, and it is based on the social goodness of the operation and needs to act as the social role of the online advertising behavior subject consciously bear. By emphasizing the construction of the responsibility ethics, a general moral self-discipline in the online advertising industry as a whole, and the intersection of the development of the subject's sense of responsibility and the social responsibility system, both at the level of interest appeal, avoid conflicts and tend to win-win situations. In the aspect of value and emotion, they are unified to promote the harmonious and stable development of online advertising.

4.2 Conducting ethical construction and improving the industrial climate

The construction of responsibility ethics is the inherent requirement of the subject's social attributes. First of all, in order to fundamentally eliminate the phenomenon of online advertising ethics ethical violations, any external measures can only play an auxiliary role. Only on the basis of the internal self-discipline of online advertising behavior can it be possible to truly establish a social responsibility ethics system. Therefore, it is particularly necessary to cultivate and strengthen the civic awareness of online advertising practitioners. The prerequisite for continuous improvement and consolidation of online advertising ethic is the strengthening of civic awareness. Second, we must inherit and carry forward traditional culture and national spirit. The rise of online advertising in itself means the dual labor of spiritual civilization and material civilization; finally, the unwavering implementation of socialist core values is an important guarantee for the formation of an online advertising responsibility ethical system. Expanding the influence of mainstream values in the field of online advertising, and raising the cultural soft power of the entire industry, has to be said to be a powerful confidence for improving the phenomenon of online advertising ethical misconduct.

4.3 Improve the supervision system and create a harmonious atmosphere

Because of the extensive information dissemination, the complexity of receiving groups, the availability of product information, and the ambiguity of behavior selection, online advertising puts forward higher requirements for market supervision. "Advertising supervision means the supervision, inspection, control, and investigation of the entire advertising campaign by the national advertising supervision and management authority in accordance with laws and regulations and the use of the authority granted by the state, to adapt it to social, political, economic, cultural and environmental activities". [6] First of all, the process of perfecting online advertising laws and regulations continues to be promoted so that the will of legal authority will fully penetrate the statutory blind spots that may exist in online advertising; Secondly, establish an online advertising regulatory agency to end the long-standing "anarchy" in the online advertising industry as a whole; finally, build a scientific online advertising supervision system on the basis of the foregoing, give full play to the supervision power of public opinion, individual citizens and other social organizations, gradually form a multi-level and comprehensive supervision system, and strive to create a harmonious and stable environment for the sustainable development of online advertising.

5. Conclusion

The construction of a responsibility ethics system in the field of contemporary online advertising should be a spiritual force and a realistic choice in nurturing the ideological consciousness of social citizens. Under the premise of a comprehensive understanding of the actual situation of the moral environment, we must pay attention to the overall moral standards of the society that should be achieved in the moral control and moral cultivation of online advertising. Under the ethical paradigm based on the "responsibility statute", the responsibility contract is concluded from the whole network advertising field, and the rut of moral anomie is reversed in order to jointly promote the permanent vitality and harmonious development of the online advertising industry in China.

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