

# **FUNCTIONAL MANAGEMENT**

## **Contemporary Issues**



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First Published, 2019

ISBN: 978-81-941162-7-1

Published by :

**Bharti Publications**

4819/24, 3rd Floor, Mathur Lane

Ansari Road, Darya Ganj, New Delhi-110002

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## ABSTRACT

Deception is becoming a prominent issue day by day. This paper defines a newly emerged form of deception i.e.; Strategic deception, and provides ways to cope with it. Also, if harmed by this deception, there a list of suggested remedies also. This paper has been concluded by giving an example to help you understand the situation of strategic deception in a more practical manner.

**Keywords:** Deception, Strategic Deception, Remedies to Deception.

## INTRODUCTION

In advertising literature, deception is defined as:

"If an advertisement (or advertising campaign) leaves the consumer with an impression(s) and/or belief(s) different from what would normally be expected if the consumer had reasonable knowledge, and that impression(s) and/or belief(s) is factually untrue or potentially misleading, then deception is said to exist (Gardner, 1975)".

This definition, comprised of two parts, effectively states that deception exists if the consumer believes something and if that something is untrue or misleading. A simpler definition arises out of the Federal Trade Commission discussion, taken from a psychological perspective, where deception is "viewed as an act that misleads the target party" (Aditya, 2001).

Digging deeper into treatments of deception, we encounter issues arising from the ethical arenas delineating the effects deceptions have on the target audience. For instance, sociologists engaged in debate over whether deception was ethically wrong if the target of the deception was not materially negatively affected by the deception (Goode E., 1996). To take these definitions a step further, it logically follows that deception exists when an entity communicates something that is untrue, and it is taken as true by the target audience.



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