[BG] Opinion of the Media Authority on direct and naturalistic suggestions in TV advertising

IRIS 2015-8:1/5

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On 20 July 2015, the Council for Electronic Media (CEM) remembered its position of March 2014 against television advertising which relies on direct and naturalistic suggestions.

At its regular meeting on 25 March 2015, the Council for Electronic Media discussed the psychological effects on the audience of television advertising of products intended to solve physiological and hygienic problems (like sanitary napkins, cleaning products, and antifungal, anti-cystitis, anti-prostatitis, anti-dandruff, anti-diarrhoea medicinal products, etc.) relying on direct and naturalistic suggestions.

Discussions arose in Bulgaria due to the broadcasting of such television advertisements at improper times. Many letters, signals and complaints reached the Media Authority by viewers who harshly objected to the media planning of such advertisements at times when the Bulgarian family traditionally has dinner.

Before positioning itself, CEM took into account the significant role of advertising for the media, but it accepted that the advertising messages created discomfort and differed from the expectations of the audience. Therefore, CEM’s position on the subject was unlikely to be in favour of the media. According to CEM, the consumers of television content need additional protection from advertising which relies on direct and naturalistic suggestions, but such protection cannot come through regulation, since it is not provided for in the Radio and Television Act. Therefore, stronger consumer protection can only be provided through self-regulation.

Становище на Съвета за електронни медии относно телевизионната реклама, залагаща на директни и натуралистични внушения

http://www.cem.bg/displaynewsbg/341

Opinion of the Council for Electronic Media, 20 July 2015

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