

## **ABSTRACT**

This study explored the ethical issues in Ghanaian advertisements specifically on the case study of selected television adverts. The purpose of the study was to examine ethical issues of advertisement on the youth in the senior high schools in Kumasi. Kumasi Senior High Technical School, which has students population of 2400 was purposely chosen for the study. Convenient sampling was adopted for the selection of the respondents. A total of 240 questionnaires were administered to the students and two interviews were conducted with a teacher and an advertising agency. Data was coded into Predictive Analytic Software and tested for its validity and reliability. From the study, it was evident that a larger percentage of the respondents preferred television advertisements that portrays nudity and alcoholism in their content. It was also clear that the respondents like the product, background music and concept of their favorite television adverts regardless of its negative communication. These were deduced from the respondents favorite television ad. Some of the recommendations made include; the advertising agencies, advertisers and media houses in Ghana are to carefully sensitize the type of ads that are to be run on the television and also plan time schedules to guide the media houses to run certain ads at certain times.