



CASE REPORT

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| 1. Complaint reference number | 101/03 |
| 2. Advertiser | News Ltd (The Australian) |
| 3. Product | Media |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Language – use of language – section 2.5 |
| 6. Date of determination | Tuesday, 8 April 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This music-backed television advertisement features a series of graphics with accompanying captions, namely George Bush ‘Dictator or Diplomat?’; Defence personnel ‘Patriots or Pawns?’; Osama Bin Laden ‘Murderer or Messiah?’; Saddam Hussein ‘Evil or Excuse?’, and John Howard ‘Follower or Leader?’, followed by a closing graphic asking: ‘Are you an informed Australian?’

THE COMPLAINT

Comments which the complainant/s made regarding this advertisement included the following:

“My objection is that one of the questions posed is whether the Australian troops are ‘patriots or pawns’ ... Whether or not we agree that the troops should be there or not, referring to them as ‘pawns’ is not going to benefit anyone.”

“It is wrong from the point of view of people whose families were killed by Osama Bin Laden’s bombs...to put him up even as ‘possibly’ a messiah is offensive to...all Christian religions (and I am sure to Muslims too!)

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board noted the advertiser’s submission that ‘...the advertisement encourages the careful consideration of diverse views, rather than the endorsement of a particular view.’

Reaching a determination that the advertisement did not offend the language provisions, nor any other area of the Code, the Board dismissed the complaint.