



CASE REPORT

1. Complaint reference number	72/00
2. Advertiser	Sydney Morning Herald (Technology)
3. Product	Media
4. Type of advertisement	TV
5. Nature of complaint	Discrimination or vilification Other – section 2.1
6. Date of determination	Tuesday, 14 March 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement depicts a man talking to camera, saying ‘It’s changed my life in a fundamental way. I’ve heard all sorts of metaphors, including one extraordinary one that equated it to the body of Christ, with all these interlinked souls. The web is going everywhere - through your microwave oven, through your shirt sleeves. The internet will radically change political systems. It has the capability of changing social systems. With a bit of luck, technology will provoke the end of the belief in God’. The advertisement concludes with the superimposed words ‘What kind of tomorrow do you want. The Sydney Morning Herald. Tomorrow’s Paper’.

THE COMPLAINT

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

“This is offensive to Catholics and Christians, and people of other religions.”

THE DETERMINATION

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

The Board determined that the remarks made by the man did not constitute discrimination or vilification. In reaching its decision, the Board noted that, while others may disagree with his remarks, the man was expressing his own personal point of view, as was his entitlement. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.