

Current tendencies in self-regulation: The case of commercial communications in Venezuela [Tendencias actuales en autorregulación: El caso de las comunicaciones comerciales en Venezuela]

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Self-regulation of commercial communications is a relatively recent practice. Nowadays, many companies, with good reasons, are adjusting their advertising activities to instruments derived of self-regulation. The latter, promoted at certain occasions by the public sector, constitutes a suggestive complement to legal regulations. In the present study, we refer, in a general way, to this figure. Subsequently, we will be aware of it in the case of Venezuela.

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Media

Self-regulation

Venezuela