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## CONTROVERSIAL ADVERTISEMENTS IN BRAND DEVELOPMENT AND VIOLATION OF ADVERTISING ETHICS

by

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**Abstract:** *In the era of globalization, everyone is in competition with others. The world of advertising is also not an exception. At any cost, advertisers want to woo the attention of the viewers towards their product. Creative strategy of the advertising agencies knows no bound when it comes to the business term. Models also follow no guidelines of moral sense while exposing them in front of cameras with a message to promote the product. The goal is just one and single – to sell the product by hook or by crook. Overtly and covertly, the advertisers break ethical guidelines, challenge the norms set up by the supervisory bodies and carry out their task. When protest erupts by concerned bodies in the society against these advertisements, either the advertisers drop those advertisements from being broadcast for a temporary period or move up to the court to fight for their reasons. But the proliferation of new media keeps those controversial advertisements alive in society. In terms of advertising, controversial messages are displayed, broadcast and disseminated to the society which challenges the very ethical set up of the traditional system of the society practiced since times immemorial. This research paper focuses on the violation of the advertising ethics in Indian advertising being practiced since decades and its subsequent effects on the audience. Keeping in view the communication strategies practiced in visual communication in terms of advertisement, this research paper also finds out the loopholes in the controversial advertisements.*

**Keywords:** *Controversial Advertising, Ethics, Communication, Values, Violation, Brand, Product*

## Introduction

*“A brand name is particularly important for functional products which operate in such market sectors as household goods, motor oil and stationery, where rival brands all perform the same practical purpose and there is little, other than the name, to distinguish between them”:*

*Sir Anthony Tennant*

A brand is a name, term, design, symbol, or other feature that distinguishes an organization or product from its rivals in the eyes of the customer. Brands are used in business, marketing, and advertising. (Wiki, 2017). Branding, in other words, is a set of marketing and communication methods that help to distinguish a company or products from competitors, aiming to create a lasting impression in the minds of customers. The key components that form a brand's toolbox include a brand's identity, brand communication (such as by logos and trademarks), brand awareness, brand loyalty, and various branding (brand management) strategies. (Bhimrao, 2008).

Advertisers since time immemorial take bold steps to promote their products. Brand value and brand promotion are the key concepts of advertising. Therefore, to promote the brand, advertisers have to take some steps which sometimes appear as controversial. But in a country like India, where moral values and ethical values are still prioritized in society, advertisements with controversial message create dissonance in public beliefs.

While discussing about brand positioning, celebrated author Subrata Sengupta mentioned that the positioning of the brand is the perception it brings about in the mind of a target consumer. This perception reflects the essence of the brand in terms of its functional and non functional benefits in the judgment of the consumer. It is relative to the perception held by that consumer of competing brands, all of which can be represented as points or positions in his or her perceptual space and altogether, make up a product class. (Jethwaney, Jain, 2006).

In an introductory note to controversial advertising, Waller noted in his paper that there has been a trend in the number of increasing controversial advertising in recent days in media. The complex nature of society and the increased awareness of harmful effects of some products are cited by the author behind the growth of controversial advertising. Even he stated that ad agencies are deliberately promoting advertisements with controversial message as they are becoming more creative to gain attention and brand awareness. (Waller, 1999b).

Communication and legal guidelines are inextricably linked to each other. Though there is a huge difference between laws and ethics, still ethical values are necessary also to be maintained while communicating something to the society as a whole. Advertising is a type of communication that is non personal in nature, promotional in type and must maintain ethical

guidelines as they will be public after being broadcast or printed. As breaking of the ethical guidelines does not invite any penalty spontaneously, therefore, advertisers are found ignoring, violating or breaking the ethical norms and guidelines very often. Though a set of standards and guidelines have already been mentioned by the advertising regulatory bodies throughout the world, advertisers hardly care while formulating and executing their advertisement strategy and plans in particular. In India, the Advertising Standard Council of India has set up its moral and ethical guidelines.

### **Ethical guidelines by ASCI**

The Advertising Standard Council of India (ASCI) in its ethical guidelines has mentioned the following points besides other points:

- a. Advertising should not be designed as to conform not only to the laws but also to the moral, aesthetic, and religious sentiments of the country in which it is published.
- b. Advertisements likely to bring contempt or disrepute to the profession should not be permitted.
- c. Advertisement should not be permitted to contain exaggerated claims that inevitably disappoint the public.
- d. Indecent, vulgar, suggestive, repulsive, or offensive themes or treatment should be avoided.

The Codes, according to the ASCI, is not in competition with law. Its rules, and the machinery through which they are enforced, are designed to complement legal controls, not to usurp or replace them. (Jethwaney, Jain, 2006).

A number of controversial advertisements were appeared in Indian television channels in different course of time. Protests even took place, but the trend is still continuing. Right from 1985, till date the advertisers never make themselves meager in taking bold steps to promote their products at any cost. Sometimes they made agreements with celebrities to appear in controversial scenes in advertising, sometimes they just take common faces to woo the mass towards their products.

In terms of controversial advertising of products, Wilson and West (1981) gave the following examples in three categories. Products for personal hygiene, birth control, warfare and drugs for terminal illness, etc. belong to the first category. The second category belongs to various kinds of services like abortion, sterilization, funeral directions and artificial insemination and many more. The third category speaks of concepts i.e. political ideas, palliative care, unconventional sexual practices, racial or religious practices and terrorism, etc. (Waller et al.2005).

## **Objective:**

This research paper attempts to find out the violation of advertising ethical guidelines mentioned by the ASCI in the Indian advertisements and its effect on society through its content.

## **Theoretical background:**

According to theoretical background, the different elements of image analysis incorporated in visual communication forms the background of this research. Advertising is a part of visual communication. Visual communication contains image aspects. The interpretation of images is subjective and to understand the depth of meaning, or multiple meanings, communicated in an image requires analysis. Images can be analysed through many perspectives, for example these six major perspectives presented by Paul Martin Lester. The elements are discussed below:

**Personal perspective:** When a viewer has an opinion about an image based on their personal thoughts. Personal response depends on the viewer's thoughts and values individually. This might be sometimes in conflict with cultural values. Also when a viewer has viewed an image with a personal perspective, it is hard to change the view of the image on the viewer, and the image can even be seen in other ways.

**Historical perspective:** An image's view can be arising from the history of the use media. Through times sort images have been changed, because the use of different (new) media. For example: The result of using the computer to edit images (e.g. Photoshop) is quite different when comparing images that are made and edited by craft.

**Technical perspective:** When the view of an image is influenced by the use of lights, position and the presentation of the image. The right use of light, position and presentation of the image can improve the view of the image. It makes the image look better than the reality.

**Ethical perspective:** From this perspective, the maker of the image, the viewer and the image itself must be responsible morally and ethically to the image. This perspective is also categorized in six categories: categorical imperative, utilitarianism, hedonism, golden mean, golden rule and veil of ignorance.

**Cultural perspective:** Symbolization is an important definition for this perspective. Cultural perspective involves identity of symbols. The uses of words that are related with the image, the use of heroes in the image, etc. are the symbolization of the image. The cultural perspective can also be seen as the semiotic perspective.

**Critical perspective:** The view of images in the critical perspective is when the viewers criticise the images, but the critics have been made in interests of the society, although an individual makes the critics. This way this perspective differs from the personal perspective. (Lester, 2006).

## **Research methodology**

The research is based on semiotic analysis of the advertisements of the few selected products. The selection of the products was carried out in a random sample survey.

## **Data collection**

The data collected here is completely secondary in nature as all the advertisements taken as samples for the study have been viewed in YouTube. The advertisements of Liril soap, Levis jeans, Manforce condoms, Tuff shoes, Zatak talcum powder, Wild Stone body spray deodorant were viewed in YouTube. The links have been mentioned at the end.

## **Data tool:**

YouTube is considered here as data tool.

## **Review of Literature:**

**Waller (2006)** in his research paper **A Proposed Response Model for Controversial Advertising** stated that the aim of the advertisers behind the controversial advertising is to gain prompt awareness in market place. Therefore, controversial images, posters, slogans and messages are deliberately used in advertisements. In the last twenty years, such practices have become increased. While giving example, Waller stated that French Connection UK has become an internationally recognized brand based on overtly sexual images with the “fcuk” logo. Pizza Hut successfully wooed mass to try its new “stuffed crust” pizza by telling them to “get stuffed,” and companies like Wonderbra, Love Kylie and Elle Macpherson gained huge volume of publicity with inexpensive controversial campaigns. (Waller, 1999a; Crosier and Erdogan, 2001; Miller, 2003) (Waller, 2006). He also mentioned that such controversial messages created negative response among the mass, causing offences. Calvin Klein had to apologize publicly for the use of controversial advertisements related to child pornography. It created an outrage in the society. The garments company Benetton also was criticized a lot for its uses of controversial images in advertising to send a message related to ‘social concern’. The author also stated that advertisers must maintain a social responsibility not to offend people through their controversial advertising messages. But in a free market, the author argued that advertisers can communicate to their customers in any way they want to. Therefore, the advertisers should maintain a line of control while making controversial advertisements and their offensive patterns.

**Waller, David S., Fam, Shyan Kim and Erdogan, Zafer, B (2005)** in their research paper **Advertising of controversial products: a cross cultural study** stated that the effect of

controversial advertising depends not on the geographical position of the country, but on the religious and psychological beliefs of countrymen in different countries. In this study the authors found that advertisements of certain products were not found controversial in UK and New Zealand but appeared as controversial in Malaysia or Turkey. Though Malaysia is a believer of cross cultural ideas, therefore, a bit relaxation is there on some products' controversial advertisements, but at the same time it is supervised that the same advertisements should not leave any poor or derogatory impact on the survival of the traditional beliefs of the society concerned; whereas in Turkey, the controversial advertisements are almost forbidden. In Malaysia, the study explored that female models and male models were required to maintain a particular dress code and female contraceptives or female hygiene related products were forbidden to be advertised in mass media. But alcohol related advertisements are allowed to be published in Chinese, English and Hindi language newspapers and magazines.

### **Data description and analysis:**

The advertisements were first observed and then analysed as per its scenes, shots and words used.

### **Controversial advertisements by Liril soap**

In 1985, the advertisement of Liril soap created a nationwide spark as for the first time a lady in bikini was found taking bath, swimming and making fun in a waterfall. The model was Karen Lunel, popularly known as the Liril Girl. To anyone's surprise, that particular advertisement was viewed by more than Sholay film's 'Mehbooba mehbooba' song till date. Thanks to the proliferation of social media network that YouTube still has made the presence of that advertisement in the Indian society. The advertisement claimed extra freshness if taken a bath with this soap. It was a 46 seconds video which first was shown in Doordarshan in those days. The ad focused mainly on exciting freshness for several times. The camera shots taken from different angles exposed the model, Karen Lunel in controversial positions which did not suit the country's moral values, respect and standard towards women sect as a whole. The slogan of this advertisement was 'The Freshness Soap'. Next was Anjali Jathar as a model in 1991 on behalf of the same brand. The product was renamed as 'New Liril' and the slogan was 'Rushing, gushing, fresh'. Jathar was again found in a short bikini and sailing a rubber boat in streams. The advertisement also was appeared in Hindi language where the slogan was 'Nimbooyo ki sansanati tazgi, Liril tazgi'. Pooja Batra, the Bollywood actress became the brand ambassador of Liril soap in 1993 but the advertisement was not controversial. But again in 1994, a model namely Ruchi Malhotra again appeared with a controversial message as she appeared again in a bikini under a waterfall. In 1997, Priety Zinta, the famous Bollywood star appeared for the product, but the advertisement was not controversial. The advertisement in 1998 with Anisha Dalal as a model was also not controversial. In 1999, Hrishita Thakkar as a model in Liril Rain

Fresh was not controversial. The slogan was 'Taazgi mein tunn'. Even the deep sea advertisement in 2000 followed no controversial angle. (YouTube, 2017).

The 'New Liril Orange' advertisement with Deepika Padukone as the model again created a veiled controversy as she was found dancing wearing a bikini with few children and enjoying splashing of water. Once again in mid of 2000, with more focused approach of 'freshness is back', the advertisement of 30 seconds of Liril soap positioned a woman model in a more explicit way wearing only inner wears while taking a bath and swimming in a waterfall. The slogan was 'Fresh is back'. The background voice over was, 'Come on life with Liril freshness'. (YouTube, 2017).

The Liril Girl was conceived in 1974 by one of the renowned ad agency Lintas (presently Lowe Lintas & Partners), and discontinued in 2009. The ad copies were all alike, where a girl was found having fun under a waterfall with Liril soap. The list of models acted in this sensuous advertisement is also long - from Karen Lunel to actors Pooja Batra, Preity Zinta, Deepika Padukone and many others. A majority of them was found acting and playing in the water, diving, jumping and swimming under the waterfall. The voice-over stresses on extra freshness and lime freshness which are the USP of the soap. While reporting on the same, Business Standard in one of its report stated, "In many respects, the Liril Girl set the tone for ads that worked at a subliminal level that became common in the 1970s, different from the chatter of ads that blatantly advertised product benefits. These ads appealed to the consumers' latent desires. At no given point, however, were they vulgar. In the Liril Girl's case, she was vivacious with bright eyes and an infectious smile. She could swim, dance and have fun with no fear of the camera or the world at large." (Business Standard, 2014).

Adman Alyque Padamsee was the co-creator of this controversial ad along with Neena Merchant, another Lintas hand. Both of them admitted that the beauty of the Liril Girl was that she appealed to the senses. They also said that people enjoyed seeing the girl and that brought the success. The product is manufactured by the Hindustan Unilever Limited, (then known as Hindustan Lever), which is the maker of other popular brands like Lifebuoy and Lux. The places where the shots were mostly taken are the waterfalls in Khandala, Maharashtra and in Kodaikanal, Tamil Nadu. Some shots were taken in the former place, while some were taken at later. Lunel remained the face of Liril from 1974 to 1985. She was replaced by a number of models through the 1980s, the 1990s and the early part of the twenty-first century. (Pinto, 2014).

### **Levis jeans ad**

In the advertisement of Levis jeans, Akshay Kumar was found unbuttoning his Levis jeans by a woman model. This is a serious violation of the ethical guidelines mentioned by the ASCI as such an act promotes the means of vulgar and obscenity in a multi cultured society like India.

### **Manforce condoms ad**

In the advertisement of Manforce condom, Sunny Leone and one male model were found in too much controversial position. The voice over in the advertisement repeatedly found stressing on carnal pleasure in unveiled words. It is a 1:30 minute video. The videos were shot in a deserted sea beach. In another ad of Manforce condom, Sunny Leone, wearing a red saree was found seducing a man coming probably from office. The background song was also sounded vulgar as the words were stressed on fulfilling carnal pleasure. (YouTube, 2017).

Ranaragini, a small wing of the Hindu Janajagruti Samiti in Goa even appealed to the government to take of posters of the actress as well as remove the ads which are promoting birth control. In a move to the petition filed, the Goa State Commission has directed the state-run Kadamba Transport Corporation Limited (KTCL) to remove condom advertisements from its buses. (Krishnan, 2017.)

### **Tuff shoes ad**

In 1995, model cum actor Milind Soman and Madhu Sapre posed nude for a print advertisement to promote Tuff shoes. Both of them were found wearing only Tuff shoes and a python was found wrapping them over their shoulders. The ad was highly controversial and raised voices across the society. In 1998, the Switzerland based innerwear company, Calida featured in one of its ad Bipasha Basu and Dino Morea in an objectionable position as Dino was found pulling off Bipasha Basu's underwear with his teeth. (Baruah, 2015).

As a repercussion, the social service branch of the Mumbai police registered a case in August 1995 against Soman and Sapre. Another case was filed under the Wildlife Protection Act against the advertising agency for illegal use of the python. The publishers and distributors of two magazines that featured the controversial ad, the advertising agency, the two models and the photographers were also accused. The case was heard for 14 years, after which the courts acquitted the accused. (Times of India, 2004, 2009). (wiki, 2017).

### **Zatak ad**

One more ad follows the list when Zatak, a deo cum talcum powder in its advertisement focused on a controversial role played between a tailor and a house wife, when the housewife visited a tailors shop for stitching a blouse. The fragrance of talcum powder Zatak, used by the tailor's attendant who was found applying the same just before taking the measurement of a blouse, seduced the lady. The slogan was 'Zatak cool talc for men, Thanda thanda, just zatak her.' The slogan was 'Wild stone, wild by nature'. (YouTube, 2017).

### **Wild Stone ad**



A huge controversy was created when a Bengali married woman, wearing the traditional red bordered white saree during the Durga puja celebration, especially when the puja was on in a typical Bengali family, was found attracted towards a young man seduced by the fragrance of the wild stone deodorant used by him and directly engaged in conjugal relationship with him. Such an advertisement is highly controversial in its presentation and its background story. (YouTube, 2017).

In all the advertisements described above, the violation of the code of ethics mentioned by the ASCI is explicit. In addition to this, all the advertisements contradict with the personal, ethical, critical and cultural perspectives of image analysis in the visual communication.

### **Conclusion and suggestions**

Whatever the presentation, the advertisements must follow the guidelines of code and ethics while being made. In a country like India, where television is still the best medium to disseminate the messages among the mass, controversial advertisements create a dissonance effect in the minds of audience which undermines the social standard and values.

Promotion of condoms as a sexual product rather than a product of family planning should not be encouraged. Besides, in a middle class or low middle class family atmosphere, where parents and children view television collectively at some hours in a day, create odd feelings among the viewers. Condoms were introduced to bring a control in increasing birth-rate. A lot of developmental campaigns have already been made on behalf of the Government of India regarding this. But the manufacturers are trying to present this product with a message that hardly sends the desired message to the society.

Programmes / television serials in cartoon networks, or other children centric channels should not show the controversial advertisements as they leave a deep impact in the fast growing children mind in a globalised world. Rising competition among channels and advertisers leads to the destruction of social bonding and moral values. As children in the present era are addicted to many cartoon based programmes, they spend a long time in front of the television channels. This particular section, thus, becomes vulnerable as the representation of controversial advertisements maintains no bound. Several studies earlier reflected that cartoon programmes have a magic bullet theory effect on children mind. Therefore, the messages through controversial advertisement also leave a deep impact in their minds at a tender age which is not desirable.

Representing married woman getting physically engaged with a person denotes the incidents of extra marital affair which is a crime/offence as per the Indian penal code. Such offences are

rising in society, which lead to divorce or even murder in many cases. Everyday newspapers are stuffed with such news. Advertisements with such messages will aggravate such cases more to be taken place in society. Therefore, such advertisements should be checked before they appear in the air.

Linking of Durga Puja with sexual message sends a negative signal towards the audience. When the same story is being advertised, it is not centered in West Bengal where Durga puja is the biggest festival, but also spreads in other places as well. It was definitely a big jerk to the traditional Bengali sentiments by showcasing a Bengali married woman getting engaged in extra marital affair with a person on an auspicious moment. Linking of such unlawful activities with religious incidents / moments should not be encouraged too.

In most of the controversial advertisements, women have been represented as fetish. Right from soap to deodorant advertisements, in every case, women have been focused as a major object rather than the product advertised. This trend should be stopped immediately. The unnecessary emphasis on women body parts, the camera shots taken from different angles which focus on private parts of individual irrespective of gender should be controlled. It is not only practiced in deodorant or soap advertisements, many other products like t shirt, shirt, jeans, sanitary napkins, ice creams, pressure cookers, etc. are being advertised with such controversial messages many times. Take the example of Futura brand of Hawkins pressure cooker where Mahima Chaudhury at her early age acted as the brand personality and the background song was 'Chandan sa badan, chanchal chitwan..', which never kept any relation with the role and function of a pressure cooker and where the maximum camera shots were focusing on the structure of a female body unnecessarily to promote the pressure cooker. This trend is still continuing. Once there is uproar in society, advertisers either stop the broadcasting for a certain period or they again appear in the market with a new trend of message falling in the same line.

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