Abstract

Medicine products are closely related to human life and health. On one hand, it can prevent and cure diseases so as to maintain health; on the other hand, most of them have side effects to varying degrees, which, if not handled properly, would in cure ineffectiveness of the medicine or delaying of cure, even cause poisoning or illness caused by medicine, or even pose a threat to life.

Information imbalance exists in the field of medicine products consumption. Most patients are faced with the disadvantage of lack of information, as they are unable to differentiate genuine products from face ones, or identify the safety of medicine products.

While advertisement for medicine products, serving as propaganda activity for medicine information, competition strategy of commercialized medicine products, plays an extremely important role in publicizing the pharmaceutical manufacturers, promoting sales of medicine products, as well as spreading medicine products-related information. As medicine products are a special commodity and consumers have less knowledge about them, government functional departments concerned should establish sound legislation, and strength control over advertisement for medicine products in accordance with law. So that, advertisement in this respect is more science-based, and pharmaceutical market is more standardized, which is in the interest of the consumers.

Starting for the basic theory of governmental administration, this paper summarizes the status quo and existing problems of the advertisement of pharmaceutical products in our country. Then, it analyses some illegal ads of pharmaceutical products and digs into the loose links and blind spots existing in our ad supervision system of pharmaceutical products accompanied with specific cases. As final analysis, it analyses our ad supervision system of pharmaceutical products and bring forward some strategies to improve and help perfect and develop our ad supervision system of pharmaceutical products.

It is a kind of marketing action for pharmaceutical manufacturers to advertise pharmaceutical products through various avenues, while it is governmental activity to supervise pharmaceutical products ads. Therefore, the supervision of pharmaceutical products abides by the governmental administration theory and market relation theory. This paper starts from governmental administration to the relation between government and market so as to bring into line the significance of perfecting the supervision system for pharmaceutical products.

Then, this papers reviews the development history of ads for pharmaceutical products in our country and points out main problems existing in ads for pharmaceutical products, such the enormous spending in ads, grave waste and unbalanced levels of scheming ads

What's more, it generalizes main characters of illegal ads for pharmaceutical products in our country with typical case analysis and points our reasons for the existence of illegal ads for pharmaceutical products. In order to study the reasons for the existence of illegal ads for pharmaceutical products, the author carries out a

systematical analysis of the documents published by National Pharmaceutical and Food Supervision Bureau. These documents concern unauthorized or forged ads investigated by pharmaceutical supervision and administration bureau.

Three factors are involved in main causes of illegal ads for pharmaceutical products in our country:

1. ads are not allowed to be issued in mass media

2. self-conducted release without examine and approval

3 tamper with ads content

Among them, the fact that ads are not allowed to be issued in mass media consists more than half of the main causes of illegal ads for pharmaceutical products in our country.

Based on the previous study about illegal pharmaceutical products, the author touches upon the supervision of ads for pharmaceutical products in our country. After study of supervision system of ads for pharmaceutical products in our country, the author generalizes the loose links and blind spots existing in our ad supervision system of pharmaceutical products.

1 loophole of legal rules and regulations and unclear responsibility;

2 unsound supervision system and low efficiency and administration;

3 lack of punishment.

Last, through analysis of the advanced experiences of ads supervision systems in America, Germany, Great Britain and France, the author points out that the pharmaceutical ads supervision system should define responsibilities clear-cut. Pharmaceutical products supervision organ, burdened with both duty and authority, should be innovative in supervising pharmaceutical products and be active in improving administration. It should also stage strict punishing measure to deter law transgressors. What's more, it should strengthen publicity and education to enhance consumers' ability of self-protection and sense of law in preserving rights. So that ads operators abides by laws to conduct propaganda and management to guarantee scientific development of ads for pharmaceutical products in our country.

Key words: Medicine products Illegal advertisement of pharmaceutical products Supervision Advertisement supervision system of pharmaceutical products