Teacher's Document

Below are a few potential answers to help foster debate:

With such a high rate of obesity among children, should we continue to allow junk food advertising?

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For Against

- Free will: people can decide for themselves what is right or not for their health.
- Reasonable consumption: you can eat this from time to time, but in a reasonable way.
- Freedom of trade.

• Advertising pushes consumers to buy more.

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- The fat and sugar in these foods is bad for our health.
- Over-packaging is harmful to the environment.

Pollution from cars is reported to be a major contributor to global warming. Should automobile advertising be prohibited?

For Against

- Cars are a practical way to get around.
- The automobile industry creates thousands of jobs and generates substantial economic spinoffs.
- If automobile advertising were prohibited, consumers wouldn't have enough information to make an informed choice.
- Hybrid and electric cars, as well as car sharing services, buses, subways, and commuter trains are alternative ways to get around.
- Cars foster individualism, in addition to wasting natural resources and clogging up city streets.
- Cars lead to urban sprawl.
- Automobile advertising pushes people to increase their debt load in order to be trendy.

It has been shown that prominent personalities who promote certain products (clothing, cars, toys, food, etc.) have an impact on sales figures. Are you for or against using stars in ads?

For Against

- In my view, this is not advertising.
- Some personalities promote a positive image and values.
- Products featuring stars are collectors' items. I like being able to exchange them with my friends or to use them to decorate their room.
- These ads encourage consumers to buy more products than they may need.
- These ads encourage the use of products that may be of lesser quality.

Is advertising that promotes green products more acceptable?

For Against

- The products advertised are better for the environment.
- Advertising tells me that other products are harmful to the environment.
- Advertising is always the same: it is intended to sell me a product.
- I don't always think about the true effects that advertised products may have on the environment.