

Ethics Of Advertising On Children Essay

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Can advertisements, one of the most visibly and financially impactful aspects of the public's daily life, ever truly be ethical? Advertising cannot fully withstand morally because it is deceptively based with misleading tactics, is harmful to children, and is a possible reversal of movements toward a more "green" environment. The definition of false [advertising](#), along with the deceptions used to implement it, supplement the basis of this theory. Statistics regarding the nation's youths and concerns for the environment are further influences in the argument of right versus wrong and good versus bad in relation to advertising and ethics. Supporters of advertising may beg to differ, but completely ethical advertisements are unattainable....[show more content..](#)

Advertisements for children are a huge business, with children under twelve spending \$40 billion and teenagers \$172 billion every year (Shaw and Barry). The issue resides in the fact that children, especially young children, are naïve, gullible, and vulnerable and thus more susceptible to the enticements of advertisements. For examples, less than half of all kindergartners in America believe that advertisers have ever not told the whole truth (O'Barr). Furthermore, advertisers assert that advertisements targeting children specifically are legal because, in the end, parents have full control on what does and does not get purchased. The fairness of selling to parents by appealing to their children is arguable, however. Children are not the only ones incapable of defending themselves

against the harsh realities of [...show more content...](#)

Thus, defenders of advertising see it as necessary and desirable. In the free-market system it spurs competition, is a protected form of free speech, and is a useful sponsor of the media, particularly television (Shaw and Barry). It can lead to increased sales, possibly resulting in higher production and more job opportunities. Competition, as a result of advertising, may lead to lower prices. Everyday occurrences that the general public may take for granted, such as television and newspapers, are subsidized primarily through their advertising revenues. Additionally, supporters of advertising perceive its imaginative, symbolic, and artistic content as answering real human needs. Are these benefits of advertising enough to disregard the gaping holes in terms of ethics that are forever engrained in advertisements

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