

## Argumentative Essay on Advertisement

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The business world is competitive. Every organisation strives to ensure that its products or services are best sold to customers. On the other hand, customers have the freedom to choose what they will pay for and what they will not pay for. To deceive or entice more customers to purchase their products or services, these companies use various tools to make their products and services popular and attractive.

Advertising is a widely used tool to attract customers and increase company sales. Advertising is done through various channels, including the media, the Internet, posters, and magazines. It can also be done with posters and billboards. Some companies misuse this tool and engage in unethical marketing strategies. For this reason, it calls for the need for restrictions on advertising. This paper will challenge the limits as an essential requirement for advertising.

Sexual harassment is one of the significant causes of advertising. There are people of various ages in the village. Both young and old are exposed to media content where a lot of advertising is done. Suppose there are no restrictions on what content companies can use to advertise their products and services. In that case, some will use explicit material such as pornography or violent content that will adversely affect children. Severe issues with homosexuality and gender equality will only be addressed if there are rules and regulations in advertising.

The widespread lack of respect for women has been a significant issue in the media because it could portray women as sex objects in society. Also, because different people have different views on homosexuality, no ad should be turned to any party favoring those who support homosexuality or those who oppose it will divide society. The existence of laws and regulations will ensure that children are not exposed to content that will harm them and protect women's rights. The vulnerable homosexuals and persons with disabilities are examples of minorities. Adverse health effects some products have on consumer consumers and create the necessary limitations on ads.

Some products such as tobacco and alcohol may hurt consumers' health. Therefore, the existence of restrictions makes it essential for companies that produce such products to make it clear to the public and, most notably for consumers, that excessive use of such products is harmful to their health. Restrictions will also regulate the advertising environment for such products not to attract unsuspecting buyers and entice them.

They should make it clear that the use of such products is addictive and can lead to serious health consequences. In addition, restrictions may limit the time and place such ads are broadcast.

For example, the advertising of alcohol and tobacco should not be allowed during children's games, as this may attract young people to use it. And posters and billboards for alcohol and tobacco products should not be placed in areas where young children spend more time but in bars and smoking areas. In this way, non-smokers and non-smokers will not be tempted to use those products,

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while at the same time, companies that deal with those products will not be completely barred from advertising their products.

Some advertisements have harmful effects on the perception of individuals. Many ads will show how different products are used. In doing so, they demonstrate expectations before and after the results of using the products. For example, in many food and beverage advertisements, ultra-slim models are used to show these products' low fat or calorie content. This has led to a decrease in the confidence of obese people. They see that their bodies are not suitable. It has also led to poor eating habits for obese people struggling to lose weight and lose weight.

Regulation will stop putting other people in a bad light. Racial and religious issues should also be considered when advertising. This is because they are an essential element of any social setting. Many communities are made up of people from different backgrounds. These people have different cultures and beliefs. As their perspectives and opinions differ, the lack of unity that will ensure unity will result in further conflict and disunity. There should be restrictions to ensure that people do not use ads as a channel to fight against people from another party.

There should be rules of conduct that will confirm that although people have different backgrounds, they respect the interests and well-being of the other party. In addition, the law will ensure the safety of the entire business organisation. The exact reason for a person's beliefs varies, as does their perception and interpretation of different issues. An ad may be designed so that some politically inclined people are not as pleased with it as it may be in favour of their opponents. In that case, these influential people may decide to take revenge, so they put the business company at risk. The existence of regulations will ensure that such situations do not occur, which is why the safety of all business companies.

One of the main reasons is a school of thought that opposes the rules in advertising that the regulations violate business law on freedom of speech and expression. They argue that depriving companies of their right to say what they want in advertising will make ads appear dull and may not serve their intended purpose. They also say that limiting what they say makes it difficult for business companies to convey sensitive messages and deal with sensitive issues. These arguments are not strong enough as the law does not mean a total ban. Allows certain ads due to their nature. This is suitable for both the public and business companies.

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