

Policy debate 2

[Science](#), [Social Science](#)



Policy debate 2 Advertising is a form of sharing information, thus it should be under constitutional protection of freedom of information. The right to look for, receive and distribute information, as we know, belongs to basic human rights. So, it can be limited only by the federal law and only if it is necessary to protect the constitutional system, moral, health, the rights and legitimate interests of other people, to ensure safety of the state.

In spite of the fact that the 1st amendment to the Constitution of the USA forbids the state to interfere with the mass media's affairs, and advertising is recognized a part of the mass media, the opinion was created that advertising is subject to more severe restrictions than other forms of a freedom of speech. In commercial advertising it is possible to select characters under the concept of advertising. Usually they are very attractive, charming with a bright expression. Thus, advertising draws attention, the impression is made, positive emotions are created. In political advertising the situation is quite different- there are specific political leaders with their individual originality, they can't be replaced with anybody, it is not possible to change their appearance

The image of a political leader in political advertising is urged to carry out the most important functions, because only a strong personality is capable to realize ideas, therefore, there are very strict requirements for political advertising. This advertising should not just make the needed impression; it should first of all inform people about the opportunities they can choose. And it is not advertising, but people, who should make choice for their future and for the future of the state (Ginsberg et al).

Works cited

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Ginsberg, Lowi, Weir, Tolbert & Spitzer. *We the People*. Norton & Company, Incorporated, W. W., 2015