

Good argumentative essay on advertising

[Business](#), [Marketing](#)



Introduction

Modern day advertising is focused more on selling at any cost, rather than true benefits. Advertisements today, especially those that target children are increasingly becoming less focused on the benefits that would accrue to children and are crassly interested in furthering the selling of their products. This thesis explores specifically, advertisements related to hand sanitizers, fast food, and instant food. The advertising targeted on children is under attack as it is supposed to be making children fuss and demand things that they actually do not need.

- Explanation about how deceptive is the advertisements about hand sanitizers are would be presented here with supportive examples.
- Advertisements related to Fast foods
- In this section, the way in which fast foods are portrayed in advertisements is explained, despite them being the root cause for the obesity epidemic in the United States. Substantiating examples would be given.
- Advertisements related to Instant foods
- The way in which instant foods are portrayed in advertisements is explained in this section. Also, the various harms caused by instant foods are also detailed in this section.

Conclusion

The advertisements these days, as analyzed above, are more interested in promoting sales of products that may not be actually delivering the intended wholesome benefits for the target audiences. Aren't these advertisements relentlessly pursuing unjust profits instead of their products truly delivering

the complete promise? “ Advertisements aimed at children have the potential capacity to influence a variety of eating attitudes and behaviors including food preference, food choice and purchasing behavior.”

Advertisements are meant to create awareness about a product or a service and not project and communicate information that could be misperceived and misinterpreted by the target audience.

References

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