

SHOULD TOBACCO AND ALCOHOL ADVERTISEMENTS BE BANNED?

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In the past, society as a whole displayed confidence that alcohol and cigarettes are healthy products that can protect against the effects of depression and a lack of sleep. Modern research shows that these goods are not beneficial in terms of health. In this regard, many communities are puzzled by the fact that these products are advertised freely in many media outlets that are available to everyone. Analyzing the question of whether tobacco and alcohol products should be advertised, it is possible to discover both positive and negative feedback that can be used to create a restrictive and non-prohibitive policy that respects the rights of both businesses and society.

### **Reasons Not to Prohibit the Advertising of Alcohol and Tobacco**

On one hand, there are reasons and factors according to which the advertising of products such as cigarettes and alcohol should be continued in the media. One of the most common problems that modern developed states are solving is the formation of a community in which each member is not only free, but also equal to one another. This approach is usually applied in the fight against personal discrimination directed against certain groups. However, this principle can also be applicable when it comes to protecting the interests of businesses. Even though it is beneficial for the state to maintain competition in the market, it is vital that it be healthy. By forbidding the promotion of any product, government agencies can create situations of discrimination of such businesses, although it is not illegal and is in demand among consumers. This can affect the profit and effectiveness of companies while organizations from competitive areas can be in a privileged position. Therefore, the development of restrictive measures for the advertising of alcohol and tobacco is impossible in the belief that this can lead to the

unintentional oppression of businesses and may create a situation of inequality in the rights of companies.

More importantly, one of the main arguments of communities that are encouraging the government to impose a restrictive policy on the advertising of tobacco and alcohol products is the possibility that such information may have a negative impact on children and young people in general. Depending on the age and level of mental development, the human psyche can experience different stages. Early life and adolescence are times when a person is most prone to absorbing the information of any slogan and banner that he or she sees. At the same time, considering the problem of advertising tobacco and alcohol, it is impossible not to mention the specifics of these materials. Companies never use children in modern advertising campaigns for products that are not intended to be used until adulthood. They also mention information about the harm and consequences that may appear after using these goods. Thus, every child who sees the advertisement of such products does not associate his or her personality with what is happening in the materials. This approach allows asserting that the advertisement of alcoholic and tobacco products should not be banned, since it does not create a false impression on viewers.

### **Reasons to Prohibit the Advertising of Alcohol and Tobacco**

On the other hand, there are also points according to which it is necessary to abandon the advertising of tobacco and alcohol products in public media. As already described above, different levels of mental development can affect human susceptibility in varying ways. Most children and adolescents find themselves under the influence of others, while some adults may

also be sensitive to marketing. In connection with this, the advertising of such products can affect some groups of people who will start buying goods that can cause potential harm to their health. A particular danger is that such a choice cannot be realized, since public media can be viewed by people of different ages and levels of mental development. Small reminders about the insecurity of the product may not have enough influence, as any advertisement tries to attract clients and not scare them off. Therefore, open media should be deprived of promotional materials about alcohol and tobacco to protect groups of people who may be affected by these companies.

Furthermore, when analyzing the problem of tobacco and alcohol complaints, it is also important to pay attention to the specifics of these materials. Speaking about the fact that every business has the right to advertise the goods and services that it creates, it is vital to note the fact that some products cannot be shown to specific groups of persons. For example, products from sex shops cannot be provided for consideration to people who have not reached adulthood. The use of such an approach makes it possible to preserve the educational process and the upbringing of children within the framework of the social norm. Alcohol and tobacco products are also not intended for children and adolescents, because there is a need to limit the circle of persons who can familiarize with such materials. Modern media advertising of this type of products are available to people of any age and provide free access to information. Therefore, it is necessary to prohibit showing these materials in order not to promote specific goods to an audience that are not intended for them.

### **Compromise as Problem Solving**

Considering the above analysis of opposing opinions that are based on different points of

view presented in communities, it is possible to notice that it is impossible to satisfy each of the parties completely. Nevertheless, the theory of democracy teaches modern communities to negotiate and create social contracts to resolve conflicts through a compromise that can satisfy the wishes of all participants. This situation makes it possible to create a solution in which the advertising of alcohol and tobacco that is not intended for viewing by children and adolescents can be moved to show only at night when these groups of people do not have access to the media. Such an approach will not solve all the problems of the influence of marketing for unhealthy habits, but it can help reduce the impact and preserve the ability of businesses to use their rights.

### **Conclusion**

Summarizing the above analysis of differing opinions on the prohibition of advertising alcohol and tobacco in public media, it is possible to note the need for creating a dialog between the parties of the conflict. Through respect for businesses and communities, it is necessary to require the state to tighten restrictions to display these types of products. Such an approach can both solve the issue and create a concrete action plan for ensuring the security of rights in society.



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