

Advertising is harmful



In 2011 Google was reported to say that online advertising alone could be worth more than \$24 billion a year. It has grown significantly and in 2017 it is now worth \$160 billion. With such money pouring into the industry, what is it actually doing to us all? Surely having all these ads online and in every public space from toilets to train doors is influencing us. Some say that it is a sign of prosperity and wealth, a natural by product of capitalism.

Points For	Points Against
The volume of advertising is huge and annoying. It's not possible to watch TV without seeing a tidal wave of ad. Some research from the NY Times suggests people living in a city today sees up to 5,000 advertisements a day. It's simply not sustainable.	You don't have to look and read all of them. The argument is silly as when we walk down the street we don't say 'Hello' and shake hands with everyone we see. We are selective. Same with advertising, you have the ability to control yourself.
It's overwhelming to see so many ads in our daily lives, they are all competing for my attention. This overloading of choice leads us to feeling less happy.	People are unhappy not because they can't have everything, but because they have too much choice. Advertising is great as it gives people the knowledge to buy products within their price range.
Advertisers are using dirty tactics to sell their products. The images they use are often of naked women with words or slogans that are usually very suggestive.	Adverts which use very sly methods like subliminal images (images which are shown so quickly the viewer doesn't consciously realise they saw them) are already banned. The other forms of advertising are just companies being creative.
Adds have distorted ideas of beauty and what it means to be healthy.	Celebrity culture is more harmful than advertising. They promote selfishness and they are often responsible for leading people to suffer from eating-disorders.



Useful language to use in formal debates

In general, you would need to come up with 4-5 main arguments to support your team's debating position. It's also important to remember to also anticipate the opposition's arguments to help you defend your team's point of view.

Building your Argument

Introducing your point: To begin with... First of all...

Connecting your points: Also... Furthermore... What's more...

Showing importance: More importantly... What's worse... Above all else...

Giving examples: For instance... For example...

Opinions, Preferences:

In my opinion..., The way I see it..., As far as I'm concerned..., If it were up to me..., I suppose..., I suspect that..., I'm pretty sure that..., I honestly feel that, Without a doubt...,

Disagreeing:

Don't you think it would be better..., Shouldn't we consider..., But what about..., I'm afraid I don't agree..., Frankly, I doubt if..., The truth of the matter is..., The problem with your point of view is that..., It's a fact that..., According to ..., The reality of the situation is..., The numbers show that..., The fact is this:...,

Partially agreeing:

I agree with you to a point however..., I see where you are coming from but..., I see what you are saying but ...,

Delaying Strategies

I can't answer that directly..., I'll need time to think about that..., That's a very interesting question, because..., That's a difficult question to answer,

Asking someone to repeat

Pardon me? Pardon? Excuse me? Sorry? I'm sorry? I beg your pardon?

Holding the floor

Hold on..., Hold on a second..., Yes, I was about to mention that..., Well, I was about to come to that..., Sorry, I haven't finished yet, I haven't made my point yet ...

Expressing solutions and alternatives

The solution is to..., Then you will..., The best way to ... is ...,
To ..., you really have to ..., There are many choices...,

Supplementary materials



If needed, each member can be given a card indicating their position in the debate.

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YOU AGREE

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YOU DISAGREE

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