**Business ethics** 

## Persuasive advertising

Crisp's argument (?)

1. If *x* intentionally:

a. creates first-order desires in people that go against their second-order desires, or

b. creates irrational desires in people, or

c. takes away [or maybe "decreases"?] people's ability to make a choice,

then x overrides a person's autonomy.

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2. All persuasive advertising does a, b, and c to consumers.

3. Thus, all persuasive advertising overrides the autonomy of consumers.

4. If something overrides the autonomy of a person, then it is morally wrong.<sup>1</sup>

5. Thus, all persuasive advertising is morally wrong.

## How does persuasive advertising create or affect desires?

The mere exposure effect: https://www.youtube.com/watch?v=6z9ex2Xbn0g

Color and desire: https://www.youtube.com/watch?v=THTKv6dT8rU

Other examples:

<sup>&</sup>lt;sup>1</sup> This is definitely a stronger claim than Crisp actually makes, but we'll start with it.

| i.   | Why might the desires created by persuasive advertising go against a person's second-order desires?  |
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| ii.  | Crisp claims that desires are irrational if they are created or supported by "reasons" the desiring person would <i>not</i> be willing to endorse as reasons. Why does this make the desires created by persuasive advertising irrational? |
| iii. | Why, according to Crisp, does persuasive advertising take away people's ability to make choices?   |
| iv.  | If x intentionally creates first-order desires which clash with one's second order desires, then x is morally wrong.   |
| V.   | If $x$ intentionally creates irrational desires in people, then $x$ is morally wrong.  |
| vi.  | If x intentionally takes away [ or decreases ] people's ability to make choices, then x is morally wrong.  |