

**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.
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:

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

