

Research Package #2

(Junior and Senior High)

“THIS HOUSE WOULD LIMIT ADVERTISING AROUND ALL MAJOR HOLIDAYS”



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Midseason (Nov/Jan)
2014-2015

RESEARCH

This Research booklet is not complete. It is only an overview of information and good debaters will use this booklet as a basis for their thinking and move on to other ideas and research. As well, the best foundation for any research into a topic begins with some basic reading on the ideas. Follow this with an interview with someone who is knowledgeable, can suggest ideas and can direct you to other ideas and research. Although you cannot quote this person unless he/she is published in print or on video, a human being can always explain issues better than an article.

Opinion regarding advertising has been traditionally split. As a capitalist society, advertising promotes our economic model of supply and demand; it promotes the supply of goods produced to fit the demand. Advertising is particularly heavy around major holidays, and has “commercialized” the event of the holiday by linking the purchase of certain goods and services to the holiday itself. This may be contentious, as not everyone celebrates major holidays, and the advertisement maybe annoying to certain groups and perceived as promoting certain holidays over others. The question of limiting advertisements during major holidays will be examined during this debate.

For the purposes of this debate, the following distinctions will come into effect.

Junior High Debaters

- This debate should be approached within the sphere of Canadian Parliament. It is not necessary to propose models on an international scale for the purposes of Junior High. International statistics and examples to further propositions are encouraged. When engaging in research, a plethora of evidence and case studies will be found to do with the conflict involving limitations on advertising during major holidays. This evidence can drive key arguments in debate

Senior High Debaters

- This debate may be approached from the perspective of the International sphere. That being said, which nations models can be applied for are up to interpretation and discretion. It is necessary for Senior High proposition teams to propose their model for all Western Liberal Democracies where it is to be applied, however it can be extended proposition feels a strong argument will be developed. This will in turn extend the propositions burden of proof, and should therefore only be done under careful consideration.

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PROPOSITION TEAM

MODEL

The model of a debate should aim to outline the case and the objectives of the proposition. It should be thorough enough to lend itself to supporting a proposition case, however not extensive enough to burden side Government with too much to prove. The parameters of this debate should be fairly straightforward. The resolution should logically be based in a western liberal democracy. However the individual definitions can vary depending on the proposition intentions.

Advertising has a fairly common definition, and can generally be defined as increased media and awareness to promote the subsequent sale of a certain good or service. Additionally, major holidays may be defined variably. Common ones that come to mind may be Christmas and Easter, however they may also encompass holidays with traditional non-religious connotations, such as Valentines Day and Halloween. Defining the type of holiday, whether religious, or non-religious, whether public or private will be integral to the parameters of the debate and will influence the direction it takes. Also keep in mind that advertising may play different roles, in a consumers' choice to participate in a holiday. While Christmas promotes the spirit of gift giving, and subsequent consummation of goods, Halloween and Valentines Day may have a different role into which holiday advertising fills.

The "limits" on advertising are numerous, this may include that advertising may only be done in a certain time frame near the holidays, or that limits be placed on mass advertisement. With such variety in this term, the proposition must be sure to define advertising limitations strictly, so as to keep the debate on topic and moving forward. Generally you may take a soft stance to advertising limits, for example, setting a cap on the amount a corporation may spend on advertising during a certain season, or a higher firmer stance, such as placing a blanket ban on advertising around major holidays, The latter is not preferred, as it places incredible burden on the proposition.

Keeping the above in mind, create reasonable definitions and models to define the debate, and make sure that as the proposition side, you are not creating more burdens than you are required to defend.

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PROPOSITION POINT

The purpose of advertising is to inform us of products available for purchase. However, corporations have the opportunity to capitalize on the holiday season through the power of strategic marketing, for example, how Coca Cola has been associated with Christmas using a targeted campaign. Subliminal messaging then targets consumers. If they want Christmas, they need Coca Cola. It's a vicious cycle.

Advertising promotes gift giving culture, even on occasions where it shouldn't be required. Consumers then feel obligated to buy gifts to demonstrate how much they care about family and friends when they otherwise wouldn't. Advertising around major holidays puts a price tag on human relationships.

Holidays are to celebrate important occasions. Advertising distorts this purpose and makes each event materialistic. Valentines Day commercializes love in the form of chocolates and flowers, while Christmas is more about presents than family, the birth of Jesus and the spirit of caring for others. If someone receives better presents, it shouldn't mean they had a better Christmas.

Advertising around major holidays, makes minorities, who perhaps do not celebrate these holidays, feel left out. Canada is a multicultural country, and in this way, we should not allow certain holidays to be mass advertised while others, which are equally important are skipped over. For the consideration of others, we should place limits on holiday advertising and make everyone in our nation feel comfortable.

COUNTER POINT

Advertising promotes goods that the public demands. If there weren't a demand for the good, there would be no advertising. By blocking advertising around peak seasons, companies lose advertising, and profits from this advertising go directly into the economic sectors of our nation. Blocking advertising would also be a form of censorship that the Canadian government should never endorse.

The gift giving culture promoted around the holidays is not necessarily a negative thing. Charities and organizations often receive their peak donations around these times. Although charity and advertising should not be tied, they fundamentally are, and its for the sake of those in need, organizations should take advantage of holiday season altruism and advertising and promote alongside corporations during holiday season.

It is ultimately up to an individual to find the meaning of a holiday for themselves, in the midst of advertising. Commercializing a holiday lets it be more applicable to everyone, and through the purchase of material goods everyone can take part. Additionally, through the advertising of holidays, less known holidays like Ramadan and Diwali may also be recognized, promoting awareness etc. An example would be the recent popularity of "Color Runs/Marathons" whose concept promotes and recognizes the Hindu Spring Festival of Holi.

The holidays, although they have been commercialized have also become more secular through commercialization. A wide variety of people from different backgrounds can now take part in holiday celebrations without the religious component. In this way, the holidays bring people together, and a common spirit is built when everyone has an aspect to participate in. No one is left out, and common understanding is built between cultures as cultural aspects are shared between people.

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OPPOSITION TEAM

The job of the Opposition is to be disagreeable! Whatever the Proposition believes, generally, the Opposition counters. The more you disagree, the better! The Opposition has to convince the judges not to accept the Proposition resolution. The Proposition wants to convince the judges that their proposal should be adopted. The Opposition wants to convince you that the Proposition proposal should not be accepted for one or more reasons.

The steps that the Opposition should use are:

- 1) Either agree with the Proposition definition or propose a definition of your own. (Only disagree if absolutely necessary. These make for messy debates.)
- 2) Rebut the Proposition arguments in favor of the resolution.
- 3) Attack the Proposition Model and sometimes propose a counter model
- 4) Present reasons (arguments) to oppose the resolution.
- 5) Refute Proposition attacks on the Opposition case (show why the Proposition is wrong and Opposition is right).

Owing to time restrictions, the Opposition duties are divided between the first and second opposition speakers. It is the custom for the First Opposition Speaker to present two arguments and the second opposition speaker to present the final argument. (This is flexible!)

Some of the arguments that the Opposition can use in developing their support for their case are:

- 1) Advertising helps to support secularism and togetherness of a society regardless of their background.
- 2) Consumer demand due to time limits for shopping around the holiday season.
- 3) This limits our human right to free speech.
- 4) Advertising reminds us of the "Spirit of Giving" and helping people less fortunate than us to enjoy a little bit of happiness.

OPPOSITION POINT

Commercialization of the holidays is not a recent phenomenon. The secular commercial time to buy holiday gifts etc. gives everyone a chance to participate in the holiday on their own scale. And advertising helps promote this secularism, and helps promote togetherness of society during the holidays. Advertising commercial holidays brings people together, regardless of their background. This is the reason why crime rates are often very low around peak holiday season.

There is a purpose for holiday advertising. If consumers did not purchase items in the holiday season, there would be no need for companies to sell such items. There is a need for holiday advertising because there is a demand. And if a demand is present, advertising should not be banned. Our capitalist society runs on consumer demand and if this demand is ignored in peak purchase seasons, it will be repercussions for the economy.

Limiting advertising is a form of censorship, regardless of if it's near a major holiday or not. But putting limits on outlets of free speech like advertising, we are essentially going against the fundamental freedoms of our Charter. It then will lead to further forms of restriction that we as Canadian citizens cannot allow in our society.

Advertising and charity should not be tied. Just because it is a peak season doesn't mean it is the only time people should be donating. By limiting advertising, we can bring back the spirit of giving without having the attached connotation of purchase. People should be charitable on a daily basis, not simply for altruism around the holidays. By maximizing on alternative efforts, charities and organizations can reroute their strategies and aim to receive all year round.

COUNTERPOINT

Advertising around major holidays prioritizes these holidays above others of different cultures etc. Canada is a multicultural society, however, we do not promote this value by allowing companies to bombard people from different cultures and beliefs with Western and often Christian based merchandise. Efforts should be made to minimize mass advertising around holidays, or also include advertising about the holidays and traditions of different cultures, producing a balancing effect.

Although advertising brings in a lot of money, it also has repercussions. Being bombarded with media about the commercialized aspect of major holidays hides the true meaning behind the holiday season, and what it represents. It also widens the gap between those who can afford such merchandise and those who can't, categorizing into a "good Christmas" if one receives lots of gifts or a "bad Christmas" if one receives few gifts, or gifts that were unwanted.

Advertising promotes the spirit for giving, and its not only corporations that sell holiday merchandise that benefit from this. Charities and organizations like the Salvation Army and the Food Bank benefit the most and receive the majority of their donations during the holiday season. Christmas advertising provides them an outlet to promote their cause, and buyers at the mall shopping for gifts are more inclined to give because of the mood of the season. Advertising during this time truly benefits all.

For the sake of preserving the rights of all in society and promote multiculturalism, we cannot allow holiday ads, which originate from a specific culture/religion to dominate the public forum. By limiting advertising, and setting restrictions on the ways and frequency companies can advertise during peak seasons, we can ensure the comfort and respect of all cultures and religions in Canadian society.

ALTERNATIVE RESOURCES

1. Media and Advertising

<http://www.globalissues.org/article/160/media-and-advertising>

2. What are the Ethical Limits in Advertising?

<http://smallbusiness.chron.com/ethical-limits-advertising-21938.html>

3. Holiday Face-off: Do you think the holiday season is too commercialized? -Yes

<http://www.theridernews.com/2010/12/09/holiday-face-off-do-you-think-the-holiday-season-is-too-commercialized-yes/>

4. The Commercialization of 25 of Our Favorite Holiday

<http://www.businesspundit.com/the-commercialization-our-25-favorite-holidays/>

5. Another Religious Holiday Commercialization

<http://www.patheos.com/blogs/getreligion/2013/07/another-religious-holiday-commercialized/>