FORMS OF TOBACCO ADVERTISING SHOULD BE BANNED

To begin with I would like to say that I completely agree. The advertising of tobacco products has a great influence on people. All advertising is designed in a way, which attracts people to buy cigarettes. But it depends on people either they will buy them, either they will simply ignore them. In most cases people decide to smoke because of their free will. Although there is still a question why they decided to smoke. What influenced on them? Peer pressure? Advertising?

Sometimes you can see vast billboards displaying beautiful women and handsome men smoking with a great pleasure. She enjoys it very much and suddenly you think: »She / he is so attractive smoking this cigarette. I can be like she / he too.« And you go to a store and buy a pack of Marlboros. That is an ideal example, which suits to large multinational tobacco companies producing tobacco products. An ignorant person who is easily imposed upon advertising.

Howsoever, production of tobacco products is a quite lucrative business. It is easy to calculate how much money goes into their pockets.

The advertising of tobacco products also is present in sport. Especially in formula one. Marlboro and West are the main sponsors of Ferrari and McLaren Mercedes. Bolides are labelled with big labels of Marlboro and West logos. That brings to these two teams enormous amounts of money. Tobacco companies try to divert the attention, which shows them in a positive way helping the sport growing. But they actually do not help to anybody. The number of people who suffered from cancer is incomparable larger of number of athletes who succeeded with money of tobacco companies.

To conclude, advertising causes smoking, smoking is harmful, so advertising should be banned. For the sake of us, for the sake of all people who suffer from cancer and for the sake of all who still intend to do it.