

THE MORAL OF ADVERTISEMENT

The mankind develops a lot of new things and inventions every day. Whether for everyday use or some special things which are used for special occasions or people. Of course, if you invent something new, nobody will know and buy this thing if you don't show them in any way. For that we use advertisements. With them sellers want to sell as much things as possible. Sometimes they use very strange ways and opportunities. But, do they go also too far over limit? I don't think so. But I think that's only because I'm young, and open for new, different, strange sometimes also bizarre ideas even if I think they are stupid

I think that the most indecent advertisements for most of the people is those, who shows naked people in many ways or those which are in any way connected with sex. I kind of agree with that, because I think that, that's not right to "abuse" nudity and sex to sell completely other stuffs. But is also true that some so called "moral" people who condemns those kinds of advertisement don't contradict ads for cigarettes and alcohol....etc And then we can ask each other, what is worse or more unmoral, for example for teenagers ? To show ad for jeans with connection with sex or to show ad for a mark of cigarettes. I think the second.

My favourite ads are for United Colors of Benetton. I just love their style, ideas and openness for all the hidden sides of world. But ads for Benetton are also one of the most shocking ads for a lot of people. First they started just with breaking racism with showing white-black-yellow people together in many ways. I think that was and still is very good because racism is something that every racist should be ashamed of. And it's good also because it some kind of represents the name of the company. United colours. It doesn't matter which colour you are, Benetton clothes are for all people. But then they started with more metaphorical ones. They showed naked butt with HIV-positive tattooed, pictures form war in Bosnia, nun and the churchman kissing each other, condoms, just born baby... I agree that that are imitations of every days life, but the other question is: Is it OK to use them for advertising clothes... to use others people sad destiny to sell clothes. I think not. It's nothing wrong with black and white horse mating, condoms... but when we get to convicted person. A person who is going to die in a couple of months, it's a little bit over limit. And with the last ad, convicted man, they went over limit in eyes of a lot of people and their buyers. A lot of shops stopped selling their clothes when they had seen that ad. And the photographer who thought out and made most of their ads has been fired. So we can just guess what will ads for Benetton in future look like.

Anyway, ads for Benetton aren't the only one who are shocking people....there are a lot of them. That's because usual stuff makes people boring. So the ad makers are competing who will make the craziest, the latest, the best ad...or who will burnt out, because of getting over limit.