

## General sentences

- be general!
- introduce your subject

- **key words**
- *general knowledge*
- reword title
- contemporary background<sup>1</sup>
- historical background<sup>2</sup>
- definition<sup>3</sup>
- quotation<sup>4</sup>
- statistic<sup>5</sup>

NB! Put in (reference) if necessary

## Should advertising to children be banned?

*Advertising is a major part of everyday life, found whenever we turn on the television, surf the Internet, read a magazine or even step outside our front door. It is this pervasive quality which worries some people, especially when it comes to its effect on the most vulnerable in our society, children. There is therefore the question of whether advertising should be restricted or even banned.....*

### Possible general sentences

Adverts for the soft drink, Tango, have recently been banned for possibly encouraging playground bullying, as some parents and teachers feel children might copy the 'happy slapping' they see on screen.<sup>1</sup>

Advertising as we know it, arguably started with the arrival of commercial television in the 1950s.<sup>2</sup>

As advertising is such a broad subject, this essay will confine itself to the medium of television, and take children to mean those under 12 years old.<sup>3</sup>

David Ogilvy, often seen as the father of advertising, once wrote, "Advertising is only evil when it advertises evil things."<sup>4</sup>

Over an average lifetime, most of us watch over 3 years worth of adverts on television (Whittaker, 2010), to say nothing of what we see on the Internet or in the street.<sup>5</sup>

## Thesis statement

- be particular!
- introduce your essay

- based on essay plan
- 'list' of main parts of your essay
- write last

### Possible essay development

#### essay plan A by 'no' answer

- no research
- impractical
- uneconomic

#### essay plan B by those affected

- children
  - research/ban
- business
  - problems

#### essay plan C by type of advert

- food ads
- toy ads
- time/place of ads

### Possible thesis statements

**A.....** I will argue that a ban is both unnecessary and damaging. First I will show that there is no definitive research proving that adverts can harm children. Then I will suggest that a ban, even if justified, could never work as modern technology means it would be impossible to enforce. Then I will demonstrate how a ban would adversely affect the economy, in particular the media sector.

**B.....** This essay will first look at the problem in terms of children's welfare, examining research on advertising and suggesting possible areas for a ban. Then it will look at the issue from a business point of view, detailing economic drawbacks and practical difficulties.

**C.....** In answering this question, it is useful to distinguish between types of adverts, namely those for food and those for toys. Beyond that, this essay will argue for certain restrictions on the timing and placements of adverts of any type in order to protect children.

## Introductions

- blend two parts i.e. 'triangle' shape
- balance parts
- match to length of essay
- be interesting!