

# BUSINESS, SOCIETY & ETHICS

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## Advertising & Autonomy

As you read the material for our next class, keep the questions below in mind. To answer these questions you will have to reflect critically on what you have read and possibly re-read important passages. Keep in mind that there are two basic kinds of information that you need to look for in the reading:

1. What are the main points or conclusions that an author accepts with respect to a particular issue?
2. What are the reasons, important considerations, and evidence that lead the author to accept that conclusion?

For our purposes, *it is information of the second sort that will be our primary concern* since our most basic task is to *evaluate the reasons and evidence* that are offered to support accepting one possible conclusion about an issue, rather than another.

Although I strongly suggest that you write out brief answers to these questions, you do not have to turn in written responses. You do, however, need to be prepared to speak intelligently about these issues at our next class meeting.

### Reading

- Roger Crisp, "Persuasive Advertising, Autonomy, and the Creation of Desire".

### Questions

1. According to Crisp, what is the difference between an autonomous purchase and a subliminally-inspired purchase? How is this difference explained in terms of Crisp's distinction between first-order and second-order desires?
2. Why does Crisp believe that persuasive (as opposed to informative) advertising is immoral?
3. Towards the end of the paper, Crisp considers Phillip Nelson's argument that persuasive advertising is not immoral when it is done for products the consumer would have bought anyway. Why does Crisp believe that even in those circumstances persuasive advertising is immoral?