Reaction Paper

Student's Name

Name of Institution

Due Date

Reaction Paper

Nowadays, society becomes more and more addicted to advertising. Adverts in media, on the building, on the web will make anybody feel uneasy. Certainly, there have to be some logical boundaries to it.

When popular brands of carbonated and low-carbonated beverages, fashion shoes and clothing, or something of that kind distribute their advertising on the grounds of colleges and universities, it is quite normal, since the target groups in such places are people, who reached 18 years old – students and faculty. Most of them are completely developed individuals, who are free to choose whether to buy and drink Coke, purchase and wear Nike, smoke the cigarettes or not. These people are legally and psychologically free to make their own choice.

The situation with schools is entirely different. All the K-12 schools should prohibit any forms of advertising on the school grounds. There are few good reasons to that. First of all, schoolchildren are going through a process of growing up and maturing. At this age, they are rather sensitive to any influences and get addicted to anything extremely quickly. It does not matter whether a child gets exposed to a nice picture of a tasty fresh hamburger, attractive young woman, drinking some soda pop or anything else – children can easily become addicts.

Placing advertisements is a question yet to discuss, but allowing, for example, a leading cigarette manufacturer to be a title sponsor of a sports event is totally controversial to the common sense. Any businesses can run some events for the school kids, being a sponsor, but it does not have to turn it into an advertising campaign. Charity does not have to be justified with bigger incomes; it has to be for the sake of the other people.

Advertising at schools has a right to exist. It, however, has to be justified and proved to be harmless to children. No addiction or extra influence should be obtained from the contemplation of the products of advertising.