

Commercial Speech

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Introduction

Commercial speech

Commercial speech involves advertising products on television, in printed materials, and the internet. Commercial speech could distinguish from political speech as it attempts to capture the consumer's attention in order to sell a product or change the viewer's perspective on a topic. The government, particularly the Federal Trade Commission, became responsible for monitoring and policing deceptive practices in advertising. The first amendment of the United States provides constitutional protection for speech but limits protections for commercial speech. In this paper, unethical practices in advertising would be analyzed and evaluated in relation to the health industry.

Discussion

An Unethical Advertisement

An unethical advertisement could mislead viewers who describe it as a misperception of a product to use a misleading advertisement to create a hidden agenda. The unethical advertisement uses a strategy to convince customers to buy the product. Halo Top's Stop Shoulding Yourself, Tess Holliday's Eff Your Beauty Standards, and Nike's Plus-Size Mannequin are considered as a good example of unethical advertisement. These products concentrate on the glorification of obesity.

Stop Shoulding Yourself

Halo Top, an ice cream company that contains a high-protein to reduce low calories to make the product healthier than other ice cream brands in the United States. Halo Top created an advertisement campaign called Stop Shoulding Yourself.

Stop Shoulding Yourself, an advertisement campaign which is based on people could not feel guilty about eating Halo Top which helps people to embrace all kinds of bodies. However, Halo Top created an unethical commercial as they made a plus-size model, Maria Jimenez Pacifico appear on the Halo Top advertisement which developed a glorification of obesity which received 3,000 dislikes on Youtube. Stop Shoulding Yourself made the audiences to avoid buying ice cream. This advertisement became unacceptable and dangerous for many viewers. Halo Top company needs to find a solution to improve their product instead of promoting obesity, that is not okay.

Eff Your Beauty Standards

Plus-size model, Tess Holliday created a print advertisement called Eff Your Beauty Standards where Tess Holliday's campaign appeared on the Fashion to Figure store which became very controversial where it raised a lot of eyebrows from viewers. This campaign became very unethical because Tess Holliday became too busy with the glorification of obesity. Tess Holliday created a media where she inspires fat people which they want to be accepted instead of talking about the awareness of the consequences of obesity-related diseases to maintain a healthy lifestyle.

Nike's Plus-Size Mannequins

Nike made an introduction to a plus-size sport mannequin at the London flagship store. The plus-size sport mannequin created a movement to encourage others to exercise which became exclusive as a sportswear store that receives a lot of negative publicity about Nike's decision.

According to Refinery 29, Tonya Gold made a clear statement in The Telegraph in her report, *Obese Mannequins are Selling a Dangerous Lie*. Tonya Gold explained in The Telegraph as she addressed this situation that "plus-size mannequins are immense, gargantuan, vast." Tonya Gold knowledge that she does not want to purchase anything from the Nike Store: "not readying herself for a run in her shiny Nike gear."

Obesity

Obesity, one of the most leading causes of mortality in the United States. Obesity could be a difficult disease that creates an extension of body fat. Obesity could lead to consideration of a medical condition that caused the consequences of obesity that involves chronic diseases such as heart disease, hypertension, and diabetes.

Video Documentary: A Response to Glorifying Obesity

Body Positivity considers a movement of Health at Every Size to show people, you could be eating healthy and exercise while being fat. Many people who reacted to the fat acceptance movement, found it as dangerous to society because it is not okay to be fat and there are documentaries to show evidence to prove it to understand glorifying obesity in an advertisement is very unethical because it harms you.

Documentary

Speaking Frankly: Fat Shaming

Speaking Frankly: Fat Shaming experiences the attitudes on the weight stigma in the United States which involves the stereotypes of obesity and avoiding a discussion about health. The Fat Acceptance movement otherwise known as Body Positivity developed a message to

prevent hatred and design motivation for people with all forms of body size, however, Body Positivity has gone way too far because it tackles the obesity epidemic.

The Weight of the Nation: Consequence

On the HBO documentary film, *Weight of the Nation*, the Researchers examined the scope of the obesity epidemic and experience on the health consequences on the body size of overweight and obese. The main issue of the obesity epidemic, over 30 years ago, the impact of the obesity epidemic affecting social, economic, and physical health. Consequently, obesity could be very preventable. The prevalence of the obesity epidemic caused Americans to deal with health problems. For a medical doctor to prevent the obesity epidemic, they need to find a solution to fight the illness. In the genetic spectrum, researchers find the level of the body metabolic rate, however, they need to study the experiment on the portion amount of the diet where food stores energy. In the American culture, the diet that you could find could be considered Food Deserts where it involves a calorie density which means it contains fructose and saturated fat.

The Toxic World of Tess Holliday and Fat Activism | Politics, Lies... and Health?

Tess Holliday opened a lot of doors for the Body Positivity Community and plus-size models which do not sit well for many viewers. Tess Holliday appeared in the UK Cosmopolitan magazine in 2015 where the viewers found Tess Holliday as a "special moment" in which Cosmopolitan does not care if Tess Holiday meets the criteria of obesity-related diseases. Kiana Docherty mentioned how glorifying obesity becomes very inappropriate for the media that offense viewers as Kiana Docherty used a plus-size mannequin as an example to encourage others to stay fit in the overweight or obese body at a Nike Store Kiana Docherty explained in

her Youtube documentary, *The Toxic World of Tess Holliday and Fat Activism | Politics, Lies... and Health?* that Cosmopolitan encouraged viewers to read their magazine to gain promotions. Kiana Docherty mentioned Linda Bacon and her book, *Health At Every Size* where she explained that people who considered overweight and obese, expect to live longer lives than a normal healthy person which Kiana Docherty explained Linda Bacon convinced her listeners that put themselves at a huge risk to meet the criteria of obesity-related diseases. In Kiana Docherty's perspective, Cosmopolitan avoids health discussion for marketing reasons because Tess Holliday wants to be a good model as she lives her dream as a body activist and public figure to encourage you to be fat and healthy which in reality, obesity kills you.

Halo Top Ice Cream's Fit Shaming New Ad? (My Thoughts)

John Glaude made a review to discuss Halo Top's *Stop Shoulding Yourself* on his Youtube channel, *Obese to Beast*, he reacted to this commercial as a disappointment and the advertisement did not impress and inspire him, therefore, this commercial received a lot of negative reviews, where which many viewers became very unhappy about it.

Consuming Kids: The Commercialization of Childhood

Consuming Kids: The Commercialization of Childhood, a documentary that discusses products such as selling junk food and violent video games to gain profit to harm children. Many reporters want viewers to educate children to explain how the media creates a negative impact on them. *Consuming Kids: The Commercialization of Childhood* concentrates on the explosion of child marketing to understand how youth marketing damages their inner youth. *Consuming Kids: The Commercialization of Childhood* defends the childhood commercial to ask specific questions

about the credibility of children's marketing and the importance of the children's health and well-being.

Conclusion

Creating an advertisement such as *Stop Shoulding Yourself* does not help others to improve their health. Many people do not enjoy the Body Positivity movement because it tackles the obesity epidemic. Society needs to end the Body Positivity movement to wake up to understand the reality of obesity.

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