

Commercial Speech and Stages of Moral Development

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**Part I: Commercial Speech and Ad Ethics**

How does the Commercial Speech perform?

Commercial Speech performs protection underneath the first amendment which the commercial speech does not deserve enough speech protection as other forms of speech. During the early 1970s, the Supreme Court characterized advertisements to increase the amount of business to receive more viewers.

What reasons that an advertisement created different protection than journalism?

The main reason that advertisements create different protection than journalism, however, is when you find a product that you become interested in. Everybody spends more time watching television than reading an article, therefore, if you see athletes, musicians and actors, the company wants to find someone who appears as good-looking and entertaining to sell the product more.

According to the *FSEW*, “journalism is useful, informative, and relevant to the audience, regardless of whether it's something a company wants to say. By definition then, advertising is usually content a company has to push at the audience — often by paying for placement. Journalism is content that people seek out and pull to them.”

Pepsi Commercials

We Will Rock You

Many successful celebrities appear in the Pepsi Commercials such as Pink, Britney Spears, and Beyoncé, the viewers found them more entertaining and attractive where the Pepsi company wants to find them as a “certain quality,” to encourage you to increase the popularity of the Coca-Cola brand. You usually find incredible musicians during the Super Bowl game.

According to *Rolling Stones*, “the 2004 commercial had a trio of pop’s biggest names facing off in a Roman arena as gladiators. Spears, Beyoncé and Pink had their game faces on as they threw down their weapons and decided that instead of fighting, they would sing a fierce rendition of Queen’s *We Will Rock You*. ”

### Zero Sugar

R&B Grammy Award Singer-Songwriter H.E.R. joined rapper Missy Elliot created a short cover of 1966’s Rolling Stones’ *Paint It Black* where she transformed to *Coke* from a true natural black color of *Pepsi* where it contains no sugar, then you find Missy Elliot rapping with the backup dancers to spread a message to the audience. Both H.E.R. and Missy Elliot develop a combination of rock and rap to create a new way to introduce the new product with a sense of happiness.

According to *Variety*, “Pepsi Zero Sugar debuted a 30-second teaser... the Rolling Stones’ 1966 song *Paint It, Black*. While the original song is a morose, minor-key, Eastern-flavored dirge about depression, in the context of the commercial it’s about the soft drink’s trademark matte-black-colored can.”

## Part II: Moral in Advertisements

How do you describe Kohlberg's Stages of Moral Reasoning?

Lawrence Kohlberg's Stages of Moral Reasoning created a progression in three different stages of moral development to create cognitive knowledge. Lawrence Kohlberg revealed that a neurologist Jean Piaget described the development of moral reasoning in children which he agrees to follow stages. The three different level stages of moral development: pre-conventional, conventional, and post-conventional.

Eff Your Beauty Standards



Introducing the streetwear collector's capsule designed in partnership with icon Tess Holliday, creator of @EFFYOURBEAUTYSTANDARDS

Tess Holliday, a plus-size model created a print advertisement called *Eff Your Beauty Standards* where Tess Holliday's campaign appeared in the *Fashion to Figure* store which became very controversial where it raised a lot of eyebrows from viewers. This campaign becomes 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 the awareness of the consequences of obesity-related diseases to maintain a healthy lifestyle. Obesity, a lead causing death in the United States where obesity should be glamourized, this disease strongly kills people.

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



Holliday appeared in the UK Cosmopolitan magazine in 2015 where they found Tess Holliday as “inspirational” which Cosmopolitan does care if Tess Holiday meets the criteria of obesity-related diseases. Kiana Docherty explained in her video, *The Toxic World of Tess Holliday and Fat Activism | Politics, Lies... and Health?* that Cosmopolitan encouraged viewers to read their magazine to gain more promotions. Kiana Docherty made herself clear as she explained why glorifying obesity could be automatically wrong. Kiana Docherty also explained that when you convince that obesity does not kill, you treat obesity as a homicide which you put others at a huge risk.

“If you convince a group of people that obesity is not harmful and you’re wrong, you’re literally hurting people,” said Docherty. “Tess Holliday wants you and probably wants to believe herself that she’s healthy. Cosmo and every other work corporate entity don’t care what you believe as long as you buy their stuff. .... Obesity is bad for you.”

Which one of the three-level different stages of Kohlberg's Stages of Moral Development that describe Tess Holliday's *Eff Your Beauty Standards*?

Postconventional, the third level of Kohlberg's Stages of Moral Development that describes as an example of Tess Holliday's *Eff Your Beauty Standards*. Tess Holliday used a post-conventional level where she created her principles and values to encourage the media to believe her that she could weigh over 300 pounds and considered herself a healthy person. Tess Holliday could be disobedient to her fans because she doot the follow the guideline on the consequences of obesity and she created a message of *Eff Your Beauty Standards* that overweight does not equal unhealthy.

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Pepsi Commercial HD - We Will Rock You (Feat. Britney Spears, Beyoncé, Pink & Enrique Iglesias)

[https://www.youtube.com/watch?v=W7jkygJ\\_QNo](https://www.youtube.com/watch?v=W7jkygJ_QNo)

Pepsi - Zero Sugar

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