

Junior A, Round 2

TOPIC : *that fast food advertisements should be banned*

1. Type of Topic

This is a normative debate. This means that the Affirmative should propose a 'model' (a policy on how this idea would be implemented). This model should be clearly described to outline what changes the Affirmative team will make to the status quo (i.e., the scope of the ban), how these changes will be enacted (i.e., the mechanisms to enforce the ban) and the expected outcomes. The Negative team can either support the status quo or propose a counter-model. This counter-model must be different from the status quo, but also different from the model the Affirmative team is suggesting. The Negative team should ensure they clearly identify whether they are supporting the status quo or proposing a counter-model.

2. Background / Context

Fast food advertisements are widespread in many countries, targeting a broad audience through television, internet and billboards. These ads often feature enticing visuals and offers that appeal to consumers, particularly, children and teenagers, promoting products high in fat, sugar and salt. Rising concerns about obesity, diabetes and diet-related health issues have prompted debates on whether such advertisements should be banned to reduce the consumption of unhealthy foods.

Currently, Australia has partial restrictions on fast food advertising, particularly during children's programming. The Australian Communications and Media Authority (ACMA) and the Australian Association of National Advertisers (AANA) enforce guidelines to minimise unhealthy food promotion to children. Despite these measures, health advocates argue that more comprehensive bans are necessary to protect public health.

Opponents of a total ban argue that advertising is a legitimate business practice, and a ban could negatively impact the economy, particularly media and advertising industries. They also suggest parental responsibility and education are more effective ways to encourage healthy eating habits.

This debate considers whether banning fast food advertisements entirely would effectively reduce unhealthy eating habits and improve health outcomes or whether alternative measures should be pursued.

3. Questions for Consideration

- What are the current regulations on fast food advertising in Australia?
- What is the impact of fast-food advertisements on public health?
 - What strategies are used to make fast food appealing?

- How effective are these marketing strategies in influencing food choices of different groups of people (children, teenagers, people with low health literacy, etc.)
 - What are the long-term health consequences of fast-food consumption?
- What are the potential benefits of banning fast food advertisements?
 - How might this policy reduce rates of obesity and diet-related diseases?
 - What groups of people are most likely to be affected by these policies?
- What are the economic implications of banning fast food advertisements?
 - How might a ban affect the fast-food industry, advertising agencies, and media companies?
 - What are there potential job losses or economic downsides to consider?
- What alternative measures could be taken to address unhealthy eating habits?
 - Could public health campaigns or nutritional education programs be more effective?
 - What role can schools or parents play in promoting healthier eating habits?
- What are the ethical considerations involved in banning advertisements?
 - Does banning fast food ads infringe on freedom of speech or business rights?
 - How should the rights of businesses be balanced against public health concerns?
- What are some examples of countries with stricter regulations on fast food advertising?
 - How successful have they been in reducing unhealthy eating habits?
 - How do their health outcomes compare with countries with more lenient policies?
- How would a ban on fast food advertisements be practically implemented?
 - What government bodies would be responsible for enforcing the ban?
 - What penalties would be imposed for violations?

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