

Motion for the debate is ...

This House believes that
fast food advertising should be
banned.

Structure/Teamwork

- Consistency in points, signposts, and role of division.

Dynamism

(Response/Linkage)

- Make clash and relevant issues through debate.
- Clarify clash and issues.

Persuasion/Expression

- Choice of words, speech organisation.

This House believes that fast food advertising should be banned.

Background : Fast food is quite accessible for everyone, i.e. children and adults for such reasons as affordable cost, easy access. But it affects people's health, like diabetes at all ages. What would government do to avoid those health risks for people?

Reference : ●YouTube 'Should Junk Food Advertising Be Banned? The UK is Trying It.' <https://youtu.be/uKnWmDJG8yw>
'Bill to Ban Junk Food Advertising' *targeting children (Australia) <https://youtu.be/S8fgCeFaI3o>
●Reference(jp) 世界の糖尿病人口は5.4億人に増加 10人に1人が糖尿病 糖尿病のパンデミックが脅威に <https://dm-net.co.jp/calendar/2021/036325.php>
健康を蝕むジャンクフードの危険性 <https://josei-bigaku.jp/jankufood6381/>

Proposition

1. Healthy living habits

(Claim)

-Choice of junk foods/unhealthy lifestyle should be minimised for keeping people's own health.

(Reason)

-People have freedom to choose what they eat and drink, but underestimate the risk of diabetes and other diseases caused by eating habits.

(Example)

-Patients with diabetes are increasing;
540 million or 8.8% of people in the world
(Source) IDF 2021 Survey

2. Governmental role

(Claim)

-Government should have responsibility to maintain people's lives and their health.

(Reason)

-Governmental policy and budget have eligibility to distribute for enhancing better choice and behaviour.

(Example)

-Ads of cigarettes, plastic bags, penalty for dangerous driving.

-> Policy or law make people more conscious about issues. So people would be more careful for health.

Opposition

1. Companies' freedom in business

(Claim)

-Regulation on fast food companies business is unjustifiable.

(Reason)

-Companies have freedom for their business unless their Ads are directly connected to diseases.

*Criteria: quite vague to identify which food and lifestyle?

(Example)

-Good: Promotion (recognition of products, stimulate buying motivation), Bad: Criteria (subliminal effects, violent content) -> Motion case has no clear criteria.

2. Choice for people/consumers

(Claim)

-People should have freedom to choose what they eat and drink.

(Reason)

-Eating is fundamental for individual life and Government does not have rights for regulating them.

*Government role is navigate people to be conscious, not regulate choices.

(Example)

-The choice of food is influential not only on health, but also on enjoyment in daily lives. Even if health risks exist, it belongs to individuals, and Gov't would notify them.

This House believes that fast food advertising should be banned.

Background : Fast food is quite accessible for everyone, children and adults such as affordable cost, easy access. But it affects on people's health like diabetes at any age. What would government do for avoiding those health risks for people?

Reference : ●YouTube 'Should Junk Food Advertising Be Banned? The UK is Trying It.'

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Proposition

1. Healthy living habits

(Claim)

Possible Refutation
(Not important, because their reasoning is weak. Government encouragement is good, but regulation has no sufficient reasons, lacking respect of corporate business and clear criteria of judgment.)

(Source) Survey

2. Governmental role

(Claim)

Possible Refutation
(Not unique, because encouragement of healthy eating habits/lifestyle could be achieved with other approaches. e.g. Another Ads, Public relations, publications.)

issues would be more careful for health.

Opposition

1. Companies' freedom in business

(Claim)

Possible Refutation
(Not important, because more and more people suffered with fast food by continuous eating, addiction/dependency of sugar, cheaper price and accessibility.)

violent content) -> Motion case has no criteria.

2. Choice for people/consumers

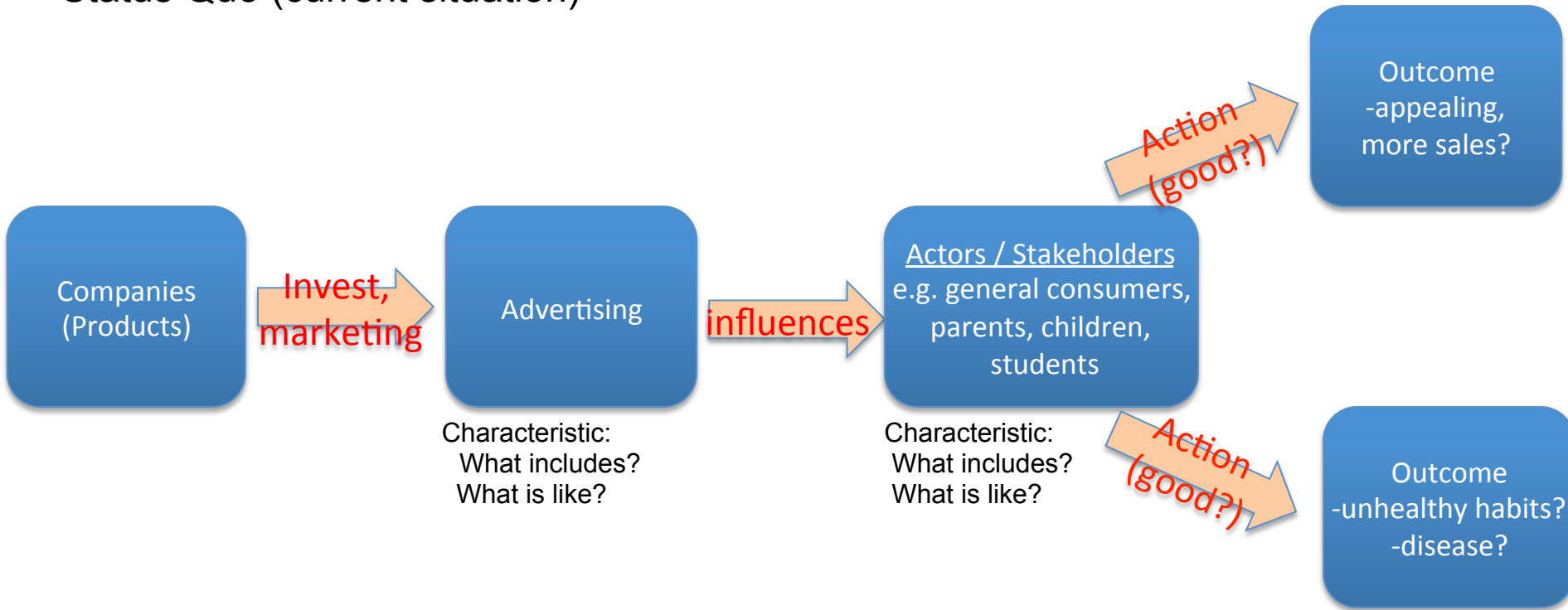
(Claim)

Possible Refutation
(Not true/solvable, because choice needs to be considered with proper information of risks and potential problems by fast food. Status quo does not bring 'health literacy', rather increase wrong, ignorant choices for consumers, especially kids.)

also on enjoyment in daily lives. Even if health risks exist, it belongs to individuals, and Gov't would notify them.

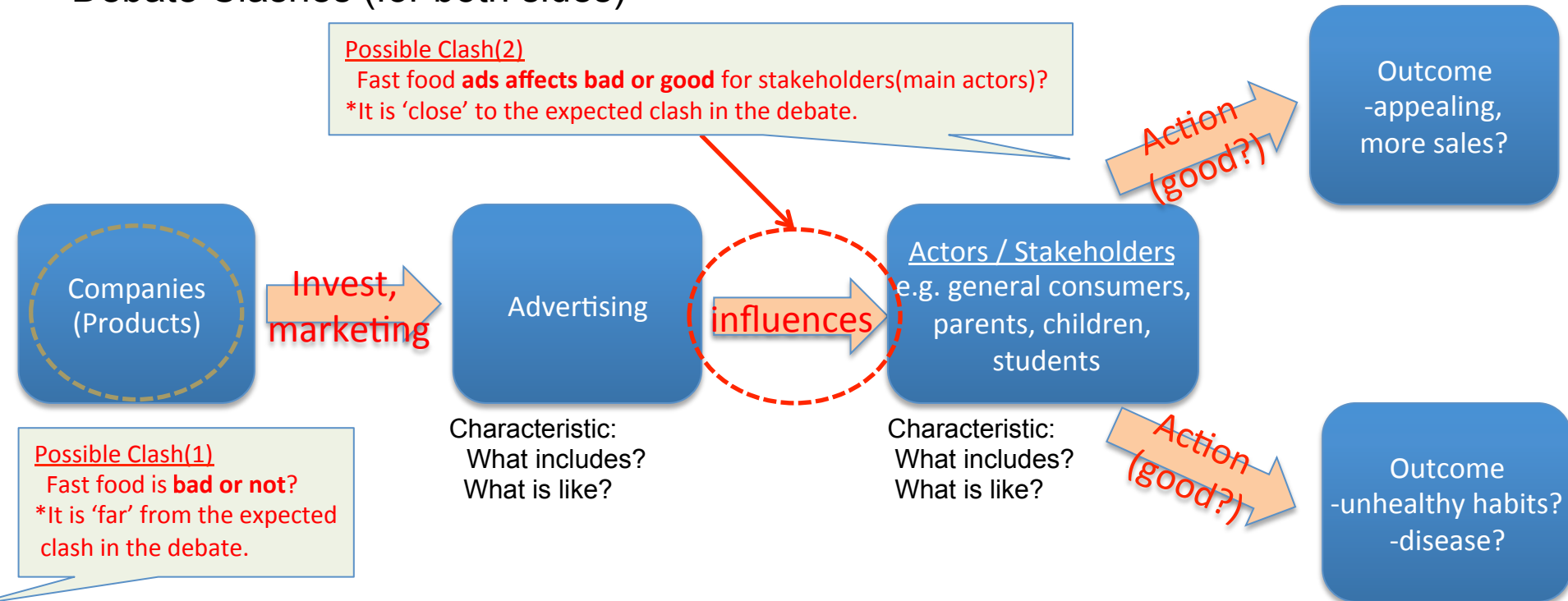
THBT fast food advertising should be banned.

Status Quo (current situation)



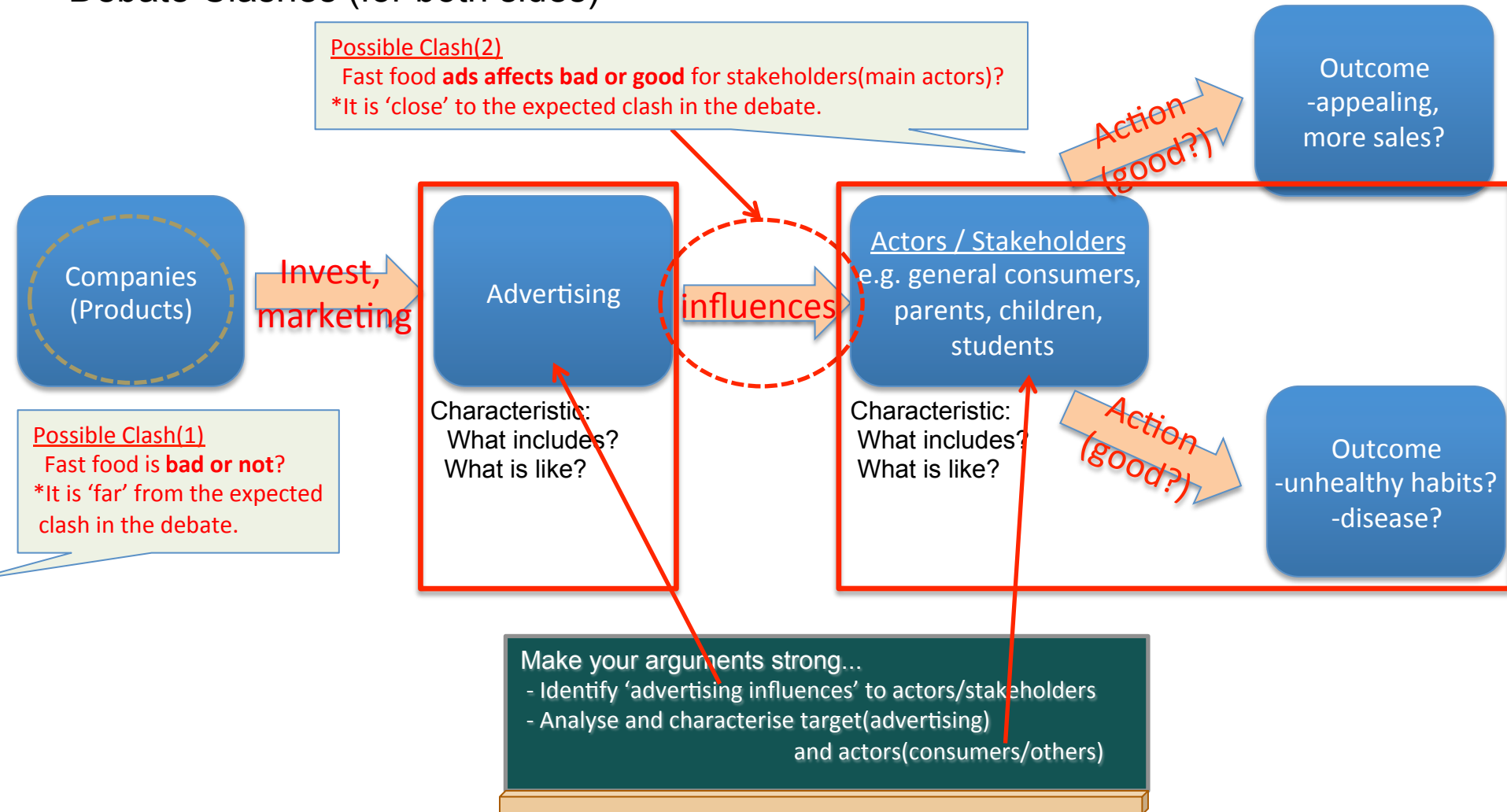
THBT fast food advertising should be banned.

Debate Clashes (for both sides)



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Debate Clashes (for both sides)



THBT fast food advertising should be banned.

Questions from debaters

Q1. Proposition team focused on 'parents/children aspect'. On the other hand, Opposition team raised 'freedom of choice' issue.
Should we(Opp.) have widen viewpoints in a debate?

A1. It depends on your team strategy/dynamism in the debate.

e.g.) Wide viewpoints:

“Debate issues related to ‘individual/household’, ‘companies/industry’ and ‘governmental role towards health problem’. Banning ads needs to be considered with various viewpoints/stakeholders in the market.”

->If Proposition ignored Opposition POV(Points of view), Opposition identify clash of debate (why are companies, governmental role are also **needed to be considered** or **relevant** to the debate), and appeal to judges
‘Proposition failed to address other viewpoints that Opposition had raised’.

e.g.) Narrow viewpoints:

Opposition may fail to respond Proposition’s arguments, or feel difficult to explain detail of every issue raised for time limitation. In that case, you may focus on a clash for ‘individual/household’ issue (try to illustrate **how advertising are influential or related** to people’s eating habits or lifestyles as much as possible)

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Questions from debaters

Q2. How do you quantify impacts of argument 'without' specific number or evidence?

A2. Couple of answers;

(A) during round: try to explain mechanism of problem/solution, identify actors and volumes that influenced and compare to Opponent.

(B) after the round: look for internet and actual example/incidents (mechanism or volume), and try to practice that you can speak/explain.

(C) ways to strength impacts of arguments; video materials may be helpful;

(Reference) Astana Debate Union

'How to nail arguments about narratives, messages and symbols'

https://www.youtube.com/live/7iq247GGA_8?feature=share

*57'09 – how to weigh messages

(D) Analyse actors/stakeholders, especially about their characters.

Then expect their potential behaviours.