

## Debate Writing Class 12

### **Are Celebs Responsible For The Products They Endorse?**

Respected judges and my worthy opponents, today, I stand before you all to accentuate why celebrities are responsible for the products they endorse.

Advertising agencies often pick celebrities because their fan following ensures more eyeballs. The celebrities are the present-day gods. They are adored, venerated, and worshipped by many. Given the fan base and the celebrity power of influence, many questions come up. Are they accountable for what the endorser does? Do they at least have the moral responsibility to understand the product better?

It becomes a misleading advertisement if it is found that the product does not have the attributes that the manufacturer professed. And if the brand ambassador has promoted that product and said specifically that the product has those attributes, they are also certainly liable for action.

The brief ban on Maggi noodles had an implication for its celebrity endorsers. Not so long ago, Amitabh Bachchan stepped back from promoting Pepsi after a school girl questioned the health impact of the drink. Celebrities vouch for the performance of a product; they should first use it before endorsing it.

Public figures have an ethical obligation towards those who follow them and this necessitates a framework that guides them to take responsibility for their public image, which includes the products they endorse. Moving in and out of paid contracts might be a solution for the celebrity endorser but it doesn't erase the impact of their previously branded image.

Thank you.