



FROM MY SIDE OF THE FENCE ...

A Personal Opinion Platform

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ADVERTISING ABSURDITIES

The world of commercial television advertising would have you believe that homogeneous families are now an extinct species

For those of you who subscribe to and watch network television, you may have noticed that, in recent times, a miraculous transformation has occurred within North American society at large.

It seems that the once-typical and reassuring existence of a Ward, June, Wally and Beaver Cleaver family unit has gone the way of the dodo bird, and has solidly been replaced with the now “de rigueur” ideological family compact, as born purely of DEI madness.

Be it a commercial for a dinner delivery, a laundry or dish detergent, or any other home-centric product or concern, invariably today’s brain-trust marketeers go out of their way to uniformly present a family scenario as follows: one parent as a person of colour, the other parent as a white partner, plus one or more children of seemingly multifarious heritages. Either the parents are miracle workers on their own, or they’re hyper-active in the adoption world.

If it weren’t so overt, this type of situational manipulation would have previously been deemed as subliminal advertising but now, in the face of its “in-your-face” presentation, it is currently deemed to be DEI “politically correct”, born of a fear of either offending someone or of creating a back-lash from some quarter or another.

To quote John Lydgate, who penned these immortal words for Abraham Lincoln: “You can please some of the people all of the time, you can please all of the people some of the time, but you can’t please all of the people all of the time”. Take note advertisers, you’ve managed to not please at least one individual ... me ... and undoubtedly countless others!

Your “forced-think, forced-precept” of a “ DEI-approved” family unit is reprehensible in its clawing eagerness to universally flog your wares, while ignoring the sense and sensibilities of the viewing audience. May the realistic, traditional family unit of our historical past that forged our society long survive.

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Penned By:



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