For the virtuous person, wants=needs

So, part of the aim of becoming virtuous to make wants and needs coincide.

In view of this point, consider the following arguments:

Advertising and Virtue

1. Almost all advertising is designed to make us desire things we don’t need.
2. If so, then almost all advertising makes it more difficult to be virtuous.
3. If so, then we ought to make real effort to limit our exposure to advertising.
4. Therefore, we ought to make real effort to limit our exposure to advertising.

Big Box Retail Stores and Virtue (tentative)

1. Big box retail stores make it easy to buy things we don’t need.
2. If so, then big box retail stores makes it more difficult to be virtuous.
3. If so, then we ought to make real effort to avoid big box retail stores.
4. Therefore, we ought to make real effort to avoid big box retail stores.