Text B

The art of deceptive advertising

From brown shoe polish on burgers to hairspray for brighter ingredients: how commercials trick us into buying their products.



Ever wondered why your hotel pool seems overly small compared to its website picture? A new infographic reveals just how far companies will go to make their products seem more appealing, from replacing actual ice cream with mashed potato for a more solid appearance, to using motor oil for honey or syrup. One of the most common examples is that of advertised images of hamburgers, which show items between the bun to be larger and brighter than they really are, leading consumers to think the food is fresher than it really is.

Frozen food packages are repeat offenders which show the meals perfectly plated with fresh ingredients. Where an image includes ingredients not included in the purchase, a "serving suggestion" disclaimer is a legal requirement. However, if a customer fails to notice the tiny caption, they often incorrectly assume that all depicted items are included.

Deception in advertising is not just limited to food products. Hotels and resorts often alter images or use deceptive angles to manipulate the building's real surroundings. For example, one hotel advertisement used a cleverly positioned low angle to feature what appears to be an infinity pool*. In truth, the pool is simply round in shape.

Children are also often duped by commercials. When they finally receive that toy or outdoor paddling pool, they find that the product is far smaller than advertised. With nearly half of American consumers believing advertising to be "fairly honest", it seems they will continue to be tricked into buying disappointing products.

Extract: 'The art of deceptive advertising: From brown shoe polish on burgers to hairspray for brighter ingredients, how commercials trick us into buying their products' *MailOnline* 11/06/2014
Image: https://upload.wikimedia.org/wikipedia/commons/4/4d/Cheeseburger.jpg

* infinity pool: a swimming pool whose positioning gives the impression that it merges into the surrounding landscape, especially the sea. (*Oxford English Dictionary*)

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Text B — The art of deceptive advertising

Answer the following questions.

10. Which product is used to make advertised foods appear more vivid?

. . . . . .

11. What is used to substitute ice cream in adverts to make it appear firm?

. . . . . .

Find the words in the text which mean the following **(lines 13 – 20)**:

Example: preserved by a freezing process

. . . . . **frozen**. . . . . .

12. wrongdoers

. . . . . .

13. brief explanation

. . . . . .

14. illustrated

. . . . . .

LIVEWORKSHEETS

15. restricted

. . . . . .

16. misleading

. . . . . .

Choose the correct answer from A, B, C or D. Write the letter in the box provided.

17. According to the text, which of the following issues might consumers have with food products?

A. The burger bun is smaller than they were expecting.
B. The food is not as healthy as they thought.
C. Some items shown on the box are missing.
D. It is difficult to know how to serve a frozen meal.

18. According to the article, almost 50 % of American buyers…

A. believe that advertising is not honest enough.
B. do not trust advertising companies.
C. will continue being deceived by false advertising.
D. think that the products are disappointing.

19. The overall purpose of the text is to…

A. raise public awareness regarding unreliable advertising.
B. praise advertising companies for their creativity.
C. promote the use of advertisements and marketing material.
D. persuade people to boycott advertising.

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