



PAPER 2 TECHNIQUES

SECTION C



Section C

[25 Marks]

Text 3

The text below is about advertising. Read it carefully and answer Questions 14 – 19.

- 1 Most of us have been victims of false advertising. The question is, will companies change their marketing policies, or continue to prioritize profits over the consumer's right to know? False advertising or deceptive advertising is the use of false or misleading statements in advertising, and misrepresentation of the product at hand, which may negatively affect many stakeholders, especially consumers. 5
- 2 In visual advertisements, some of the common 'techniques' used by advertisers to make products more visually tantalizing include the use of hairspray to make fruits and vegetables appear fresh and putting antacids to create fizz in soda. The extensive "photo shopping" of makeup or fashion models until they appear as emaciated humans who barely resemble normal beings is something we see regularly in advertisements. 10 Although such actions may just be perceived as harmless and even humorous by some, a renowned medical association in America thinks otherwise. Such ads that present unrealistic body images are linked to eating disorders and other child and adolescent health problems. 15
- 3 False advertising is a serious matter in almost any country in the world today. Many governments around the world use regulations to control false, deceptive or misleading advertising. However, controlling content can be difficult as advertising agencies tend to find loopholes and exploit that. Thus, although regulations can monitor false advertising; companies, big or small, owe it to consumers – the lifeblood of their business – to only show ads that truly represent their product or service. Still, 20 authorities do need to be more vigorous when defining what buzzwords are misleading in an advertisement for one. Also, making such laws measurable will go a long way to stop such advertising. 25
- 4 Apart from manipulating visuals and words in an advertisement, companies also employ various price based methods to try to capture an audience. Service providers for instance, often tack on fees and surcharges that are not disclosed to the customer in the advertised price. In most cases, the fees are hidden in fine print, though in a few cases, they are so confused and obfuscated by ambiguous terminology that they are essentially undisclosed. In many cases, liquidators hired to sell merchandise from a closing store will actually raise the prices on items that were already marked-down 30 on clearance. For items already marked down, this means the liquidator increases the price and then "discounts" it from there. By marking up their prices before discounting, these companies are maintaining their previous profit margin – essentially it is back to square one. 35
- 5 The usual meaning of the word "free" is "devoid of cost or obligation". However, retailers often use the word for something which is already included in the overall price. One common example is a "buy one, get one free" sale. The second item is not "free" under the normal definition, since, to obtain it, the buyer is obliged to pay the full cost of the first item. Angel dusting is a process where an ingredient which would

be beneficial, in a reasonable quantity, is instead added in an insignificant quantity 40 which will have no consumer benefit, so they can make the claim that it contains that ingredient, and mislead the consumer into expecting that they will gain the benefit. For example, a cereal may claim it contains "12 essential vitamins and minerals," but the amounts of each may be only 1% or less of the required daily intake, providing virtually no benefit to nutrition. 45

Bait-and-switch is a technique where advertisers advertise an item which is unavailable when the consumer arrives at the store, who is then sold a similar product but at a higher price. Bait-and-switch is legal in some countries, provided that advertisements state that there is a limited supply and that no rain checks will be offered. 50

14. (i) With reference to paragraph 1, how are the motivations different in deceptive and 'honest' advertising? [1]

Deceptive advertising	
'Honest' advertising	

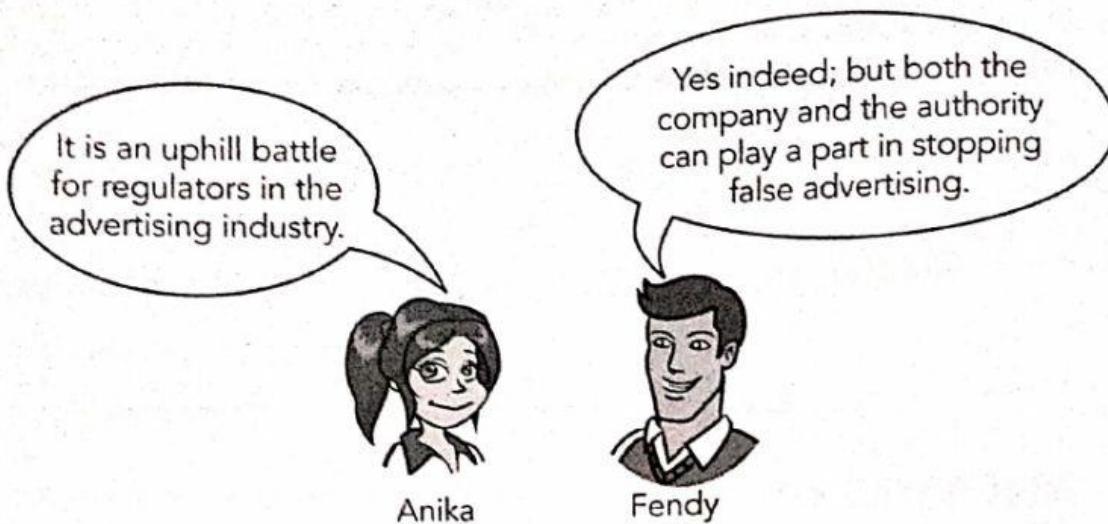
(ii) What is false advertising? Answer in your own words. [1]

15. (i) From paragraph 2 (line 11), false advertising is not as 'harmless' or 'humorous' as some perceive. Give evidence from this paragraph to support this stand. [1]

(ii) From paragraph 2 (line 1) 'In visual advertisements, some of the common 'techniques' used by advertisers to make products more visually tantalizing include the use of hairspray to make fruits and vegetables appear fresh and putting antacids to create fizz in soda.'

Which word in the sentence given can be replaced by the word 'tricks'? [1]

16. Here is a part of a conversation between two students, Anika and Fendy, who have read the article.



(i) How would Anika explain her position with reference to paragraph 3? [1]

(ii) Identify any two examples from paragraph 3 that Fendy can give to support his view. [2]

17. (i) With reference to paragraph 4, if not in fine print, how do fees remain hidden although disclosed? [1]

(ii) The writer states at the end of paragraph 4 (line 33) that it is 'essentially back to square one'.

Explain what the writer means by the underlined phrase. [1]

18. Explain why the 'bait and switch' technique is unethical.

[1]

19. Using your own words as far as possible, summarise why laws to control false advertising can be hard to implement and the many ways advertisers try to deceive consumers 'legally'.

Use only the material from paragraphs 3 – 6 of Text 3.

Your summary must be in continuous writing (not note form). It must not be longer than 80 words, not counting the words given to help you begin.

Although laws on deceptive advertising have been implemented in many countries, there are...



No. of words [15]