FALSE ADVERTISING
When the Truth is Hidden

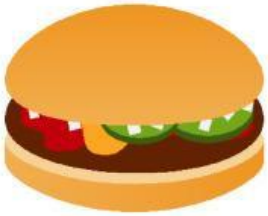
You are going to read an article about false advertising. For questions 1–8, choose the answer (A, B, C or D) which you think fits best according to the text.

Have you ever bought a product because an advertisement promised amazing results, only to discover that it did not work as expected? Most people have experienced this at least once. Advertising is an important part of modern business because it helps companies introduce new products and compete with one another. However, when advertisements exaggerate the truth or deliberately mislead consumers, they become an example of false advertising.

False advertising refers to any advertisement that gives customers incorrect or misleading information about a product or service. This does not always mean that the company tells an obvious lie. Sometimes the truth is hidden behind carefully chosen words, impressive images, or statistics that create the wrong impression. As a result, customers may spend money on products that do not meet their expectations.

One common example can be found in the beauty industry. A skin cream might claim to make people look ten years younger in only two weeks. While the advertisement may include a tiny note saying that "results may vary," the large pictures and dramatic promises encourage customers to believe that the product works for everyone. In reality, the improvement may be very small or impossible to notice.

Another area where false advertising often appears is food marketing. Many breakfast cereals, fruit drinks, and snacks are advertised as "healthy" or "natural." However, if customers read the list of ingredients carefully, they may discover that the products contain large amounts of sugar, salt, or artificial flavoring. Companies know that words such as fresh, light, or organic attract buyers, even if the product is not as healthy as the advertisement suggests.



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The internet has made false advertising even more common. Social media influencers are often paid to recommend products to millions of followers. Sometimes they clearly explain that they are being sponsored, but in other cases this information is hidden or not mentioned at all. As a result, followers may believe they are receiving honest advice from someone they trust, when in fact the recommendation is part of a marketing campaign. Deepfake technology and AI-generated images have also made it easier to create realistic advertisements that may not accurately represent the real product.

Fortunately, many countries have laws that protect consumers from dishonest advertising. Government agencies can investigate complaints, order companies to change their advertisements, and even impose large fines. Businesses that repeatedly mislead customers may also suffer serious damage to their reputation. In today's digital world, disappointed customers can quickly post negative reviews online, and a single viral post can influence thousands of potential buyers.

Despite these protections, consumers also have a responsibility to think critically before making a purchase. It is important to compare products, read independent reviews, and avoid believing every claim made in an advertisement. If an offer sounds too good to be true, it probably is. Looking for reliable evidence rather than emotional promises can help people make better decisions.

Some business experts argue that a certain amount of exaggeration is simply part of advertising. After all, companies naturally want to present their products in the best possible way. Others believe that there should be much stricter rules because dishonest advertising damages consumer trust and creates unfair competition. Honest businesses may lose customers to competitors who make unrealistic promises, even if their own products are of higher quality.

In the end, advertising can be a useful source of information when it is truthful and transparent. It allows consumers to discover new products and encourages businesses to improve their services. However, when advertisements cross the line between persuasion and deception, everyone loses. Customers waste money, honest companies are placed at a disadvantage, and public trust in advertising gradually disappears. Learning to recognize false advertising is therefore an essential skill for anyone living in today's consumer society.

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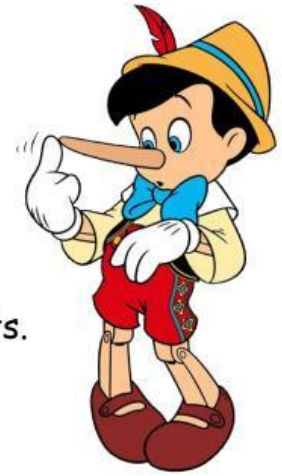
For each questions choose the answer – A, B, C or D.



Choose the correct answer (A, B, C or D).

1. According to the article, false advertising...
A. always involves telling direct lies.
B. only exists on social media.
C. can mislead consumers without making obvious false statements.
D. is only used by beauty companies.

2. Why are words such as natural and fresh mentioned?
A. They are always legally protected terms.
B. They often influence customers even when the product is not especially healthy.
C. They are only used in food advertisements.
D. They guarantee high-quality ingredients.

3. What problem does the writer mention about influencers?
A. They usually refuse to advertise products.
B. They often test products in laboratories.
C. Their paid promotions are not always clearly identified.
D. They are forbidden to advertise online.

4. According to the text, what is one consequence of dishonest advertising?
A. Customers stop shopping completely.
B. Companies always close immediately.
C. Negative online reviews can damage a company's reputation.
D. Governments ban all advertisements.

5. What does the writer suggest consumers should do?
A. Buy the cheapest product available.
B. Trust advertisements from famous brands.
C. Read reviews and evaluate advertising claims carefully.
D. Avoid shopping online.

6. What is the main purpose of the article?
A. To explain how false advertising works and why consumers should be cautious.
B. To encourage companies to advertise more often.
C. To compare online shopping with traditional shopping.
D. To explain how to become a social media influencer.

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