

ENGLISH LANGUAGE ASSESSMENT

SEMESTER ONE

Grade: 12A

Theme: Retail Therapy

Skill: Reading 3 (RDG 3)

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Total Marks: 10 Marks

READING 3 (Items 1–10)

[10 Marks]

Read the text below, then complete the tasks on the next page.

Companies want their products and brands to be advertised as strongly as possible, but advertisements must also be **ethical**. If a business produces an advertisement that the public perceives as unfair, it will likely suffer heavy negative **publicity**.

The public expects advertisements to be truthful, but defining truth in advertising is complex. In 2002, McDonald's faced a lawsuit in the United States. The claimants argued that the company's promotions **encourage** unhealthy eating habits and failed to explain that consuming fast food regularly could cause health conditions such as diabetes. However, the judge ultimately decided that consumers were not forced to eat at McDonald's. Although McDonald's won the case, the company suffered substantial public criticism. In response, McDonald's began providing detailed nutritional information online and inside its restaurants. They also added healthier options, such as salads and fresh fruit, to adult and children's menus.

This legal dispute raised an important question: how much detailed information should an advertisement contain? For instance, should car advertisements warn drivers that speeding could cause fatal accidents or contribute to air pollution? Should medicine advertisements list every possible side-effect? Practically, providing full disclosure is difficult because TV adverts usually last only 30 seconds and print adverts have limited space.

In addition, modern consumer laws guard against **misleading** details in promotional media. In the past, sellers could make unsupported claims like "4 out of 5 doctors recommend this product" without providing proof. Today, government regulations prevent companies from publishing such statements without official supporting evidence.

Finally, advertisers sometimes use a **substitute** item or a "mock-up" during photo shoots. For instance, studio lights melt real ice cream quickly, so photographers sometimes use shaving cream instead. In another famous case in the late 1960s, Campbell's Soup placed glass marbles at the bottom of soup bowls so that vegetables would stay at the top during filming. Customers complained when their soup at home did not look like the advertised picture, forcing the company to pull the advert.

TASK 1: Short Answer Questions (Items 1–6)

Write a *SHORT* answer (no more than 4 words) to each question.

1. What will an enterprise suffer if it creates a criticized commercial?

Answer:

2. In which nation was McDonald's taken to court in 2002?

Answer:

3. What specific food items did McDonald's introduce for healthier choices?

Answer:

4. What constraint restricts the volume of information in print layouts?

Answer:

5. Who monitors modern commercials to block dishonest claims?

Answer:

6. What objects did Campbell's Soup put in containers to make vegetables stay up?

Answer:

TASK 2: Multiple Choice Questions (Items 7–10)

For each item, shade the bubble next to the correct option (A, B, or C).

7. McDonald's won the 2002 court action because the presiding judge determined that individuals

_____.

- ☐ A. were not physically harmed by meals
- ☐ B. had personal choice regarding dining locations
- ☐ C. already accessed complete nutritional reports

8. A typical television commercial generally runs for a maximum of _____.

- ☐ A. 15 seconds
- ☐ B. 30 seconds
- ☐ C. 60 seconds

9. Previously, companies marketed headache remedies by _____.

- ☐ A. sharing unverified statements
- ☐ B. attaching state clearance certificates
- ☐ C. distributing financial bonuses to physicians

10. Media producers sometimes use shaving cream instead of desserts because studio equipment causes genuine ice cream to _____.

- ☐ A. fade in visual tone
- ☐ B. alter its physical taste
- ☐ C. liquefy at a fast rate