

9A Truth and lies

1 READING & VOCABULARY



20,679* Physicians
 say "LUCKIES
 are less irritating"
 "It's toasted"
 Your Throat Protection against irritation against cough

- a Look at the advert and answer the questions with a partner.
- 1 What is it being advertised?
 - 2 What decade do you think it's from?
 - 3 Why do you think they used a doctor in the advert?

- b Read the first paragraph of the article and check your answers to a.

- c Read the whole article and answer the questions. Write 1-4 next to sentences A-F.

Which company (or companies)...?

- A deceived the public by pretending that their product had properties which it didn't really have
- B used a celebrity or a professional person in order for them to associate their product with a healthy lifestyle
- C used technology to create a false impression
- D admitted that they had made a claim that wasn't true
- E admitted that they had done something wrong
- F was punished for their misleading advert

FOUR OF THE MOST MISLEADING ADVERTS OF ALL TIME

1 Cigarettes are not harmful to your health

Hard to believe, but there was a time when tobacco companies actually tried to make us believe that doctors approved of smoking, or that certain brands were better for your throat than others. This advert for Lucky Strike from the 1920s is just one of dozens of ads featuring doctors recommending or 'preferring' one brand over another. Tobacco companies continued to use doctors to convince the public to smoke until the 1950s when evidence showing the link between smoking and lung cancer became too strong to ignore.

2 The thinner the better

In 2009 fashion retailer Ralph Lauren made a series of advertisements using a model who was so heavily airbrushed that her waist appeared to be smaller than her head. The ads were widely criticized in the press and experts warned of the negative effect these kinds of images might have on young girls. Lauren threatened to sue a blogger, who was the first person to publish and comment on the image online. But later he made a statement apologizing and admitting that 'we are responsible for the poor imaging and retouching that resulted in a very distorted image of a woman's body.' However, he later fired the model in the advert, Fillipa Hamilton, because she was 'overweight' (she weighed 54 kilos).



3 Vitamins prevent cancer

In 2010 the pharmaceutical company Bayer was sued by the Center for Science in the Public Interest for running TV and radio commercials that suggested one of the ingredients in its One A Day vitamin supplement brand prevented prostate cancer. In fact, there is no scientific evidence that vitamins fight cancer in any way. Bayer eventually paid a fine and signed a legal agreement which banned it from claiming that vitamins can cure cancer.

4 You can lose weight without dieting or doing exercise

During the 1990s Enforma, a US fitness company, ran an advertising campaign using TV commercials in which baseball player Steve Garvey promoted two diet supplements, a 'Fat Trapper' that supposedly blocked the absorption of fat, and a product named 'Exercise In A Bottle'. These two products together, according to the ad, would allow you to lose weight without dieting or exercise and promised consumers that 'they would never have to diet again'. The Federal Trade Commission* (the FTC) took Garvey to court for making false claims about the product. So began an epic legal battle which the FTC ultimately lost when a federal court ruled that celebrity endorsers were not responsible for misleading statements in ads. However, this ruling eventually led to the passing of new regulations making it illegal for celebrities to make false statements of fact in advertisements.

* The Federal Trade Commission is an independent agency in the US which helps to protect consumers.

1 VERBS AND EXPRESSIONS

- a Complete the sentences with a verb from the list in the right form (present simple, past simple, or past participle).

become /br'kʌm/ close down /kləʊz daʊn/ drop /drɒp/
grows /grəʊz/ expand /ɪk'spænd/ export /ɪk'spɔ:t/
import /ɪm'pɔ:t/ launch /lɔ:ntʃ/ manufacture /mænju'fæktʃə/
market /'mɑ:kɪt/ merge /mɜ:dʒ/ produce /prə'dju:s/
set up /set ʌp/ take over /teɪk 'əʊvə/

- Although GAP stands for Genuine American Product, most of its clothes are manufactured in Asia.
- In 1989 Pepsi-Cola _____ a new product called *Pepsi A.M.*, which was aimed at the 'breakfast cola drinker'. It was an immediate flop.
- The Spanish airline Iberia _____ **with** British Airways in 2011.
- Apple is considered one of the best companies in the world for the way they _____ **their products**.
- Prosciutto* is a kind of Italian ham. Two of the best known kinds are San Daniele and Parma, which are _____ in the Friuli and Emilia regions of Italy, and are _____ all over the world.
- The Royal Bank of Scotland _____ NatWest Bank in 2000, even though it was in fact a smaller rival.
- The supermarket chain Tesco _____ **the market leader** in 1995, and is still the UK's biggest-selling chain.
- Zara shops were opened in Spain in 1975, but the company soon _____ internationally.
- Nowadays it is quite a risk to _____ a new **business**. In the UK, 20% of businesses fail in their first year.
- The cost of living in Iceland is so high because so many food products have to be _____.
- During a boom period, the economy _____ quickly and living standards improve.
- During a recession, many companies _____ and living standards _____.



- b (57) Listen and check.

- c Do or make? Put the phrases in the right column.

business (with) /'bɪznəs/ a deal /di:l/ (= business agreement)
a decision /dɪ'sɪʒn/ a job /dʒɒb/ a loss (opposite *profit*) /lɒs/
market research /'mɑ:kɪt rɪ'sɜ:tʃ/ money /'mʌni/
somebody redundant /rɪ'dʌndənt/ (= sack somebody because he / she isn't needed any more) well / badly

do	make
business (with)	

- d (58) Listen and check.

2 ORGANIZATIONS AND PEOPLE

- a Organizations Match the words and definitions.

a business /'bɪznəs/ (or firm / company)
a branch /brɑ:ntʃ/ a chain /tʃeɪn/ head office /hed 'ɒfɪs/
a multinational /mʌltɪ'næʃnəl/

- a chain _____ a group of shops, hotels, etc. owned by the same person or company
- _____ an organization which produces or sells goods or provides a service
- _____ a company that has offices or factories in many countries
- _____ the main office of a company
- _____ an office or shop that is part of a larger organization, e.g. a bank

- b People Match the words and definitions.

the CEO /si: i: 'əʊ/ (= chief executive officer)
a client /'klaɪənt/ a colleague /'kɒli:g/ a customer /'kʌstəmə/
a manager /'mænɪdʒə/ the owner /'əʊnə/ the staff /stɑ:f/

- _____ the group of people who work for an organization
- _____ someone who buys goods or services, for example from a shop or restaurant
- _____ someone who receives a service from a professional person, for example from a lawyer
- _____ a person who works with you
- _____ the person with the highest rank in a company
- _____ the person who owns a business
- _____ the person in charge of part of an organization, for example a shop or a branch

- c (59) Listen and check your answers to a and b.

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