

Learning outcomes

- ◇ To analyse advert from Israeli Tourist board
- ◇ To identify areas which might contravene ASA code
- ◇ To write a letter of complaint to the ASA

Lesson in brief

Students will look at an advert from the Israeli tourist board that was taken down following several complaints and write their own letter of complaint. They will learn about the advertising code

National curriculum

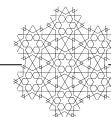
2.1c

Materials: Copies of worksheet, copies of extracts from advertising code

Lesson Plan

Starter

- ◆ Tell students that adverts cannot make any claims that they like. The Advertising Standards Authority (ASA) has a code of practice. Conduct a class brainstorm about what they think might contravene this code. This might include:
 - ◇ Racist or sexist advertising
 - ◇ Misleading advertising
- ◆ Show the students pictures of adverts which were found to contravene the ASA code asking students to guess why the adverts were taken down.
 - i. L'Oreal TV mascara advert featuring actress Penelope Cruz. The ASA found the advert "exaggerated the effect that could be achieved by using the mascara on natural lashes"
 - ii. Nestle anti-boycott advert. The claim that Nestle markets infant formula in developing countries "ethically and responsibly" was found to be unsupported in the face of evidence provided by the campaigning group Baby Milk Action.
 - iii. Advert produced by the Israeli Ministry of Tourism as part of an advertising campaign to attract visitors to Israel. Explain that these posters appeared in 2009 in London Underground tube stations and after several ordinary people complained about the poster, it was taken down. This advert will be the subject of this lesson.
- ◆ For the main activity you may choose to give your class extracts from the ASA code. These are taken from:
http://www.asa.org.uk/asa/codes/cap_code/CodeIndex.htm
- ◆ There is also a draft letter written to the ASA from the Palestine Solidarity Campaign for our reference and for your use as you see fit



Main activity

- ◆ Look at the advert and decide in pairs or groups of three why people might have complained about this advert.
- ◆ Use articles about psoter to help you:
 - BBC— http://news.bbc.co.uk/1/hi/world/middle_east/8063435.stm
 - Guardian— <http://www.guardian.co.uk/media/2009/may/22/israel-underground-ads-occupied-territories-map>
- ◆ Write a list of points that should be included in a letter of complaint to the ASA.
- ◆ Be sure to include
 - ◇ What the poster shows
 - ◇ Why your objections are not just a matter of personal opinion
 - ◇ Why should the ASA care
 - ◇ What parts of the ASA code are broken by the advert

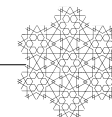


Plenary

- ◆ Share points with the class
- ◆ Address the following questions
 - ◇ Should it be up to ordinary people and campaigning organisations to ensure that adverts meet a code?
 - ◇ How might ordinary people and campaigning organisations be at a disadvantage?
 - ◇ The ASA is a voluntary code. Do you think this is enough or should there be a compulsory code?

Homework

- ◆ Students will write their own letter of complaint to the ASA



Extracts from the ASA code

PRINCIPLES

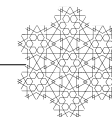
- 2.1 All marketing communications should be legal, decent, honest and truthful.
- 2.2 All marketing communications should be prepared with a sense of responsibility to consumers and to society.
- 2.3 All marketing communications should respect the principles of fair competition generally accepted in business.
- 2.4 No marketing communication should bring advertising into disrepute.
- 2.5 Marketing communications must conform with the Code. Primary responsibility for observing the Code falls on marketers. Others involved in preparing and publishing marketing communications such as agencies, publishers and other service suppliers also accept an obligation to abide by the Code.
- 2.6 Any unreasonable delay in responding to the ASA's enquiries may be considered a breach of the Code.
- 2.7 The ASA and CAP will on request treat in confidence any genuinely private or secret material supplied unless the Courts or officials acting within their statutory powers compel its disclosure.
- 2.8 The Code is applied in the spirit as well as in the letter.
- 2.9 Marketers should deal fairly with consumers.

HONESTY

- 6.1 Marketers should not exploit the credulity, lack of knowledge or inexperience of consumers.

TRUTHFULNESS

- 7.1 No marketing communication should mislead, or be likely to mislead, by inaccuracy, ambiguity, exaggeration, omission or otherwise.
- 7.2 Marketing communications must not omit, hide or provide in an unclear, unintelligible, ambiguous or untimely manner material information if that omission or presentation is likely to affect consumers' decisions about whether and how to buy the advertised product, unless the information is obvious from the context. If the advertisement is limited by time or space, the ASA will take into account steps that the advertiser has taken to make that information available to consumers by other means.



Dear ...

I have noticed with concern a poster which is currently being displayed on London Underground's advertising sites.

The poster has been produced by the Israeli Ministry of Tourism as part of an advertising campaign to attract visitors to Israel.

The map on the advertisement portrays Israel as an area which incorporates the West Bank, the Gaza Strip and the Golan Heights.

However, none of these areas are part of Israel, but instead have been subject to military occupation or blockade by Israel since 1967.

UN Resolution 242 calls on Israel to withdraw from the West Bank, the Gaza Strip and East Jerusalem, which are Palestinian territories, but Israel remains in violation of this resolution, and also maintains its illegal occupation of the Syrian Golan Heights.

Israel has sealed off the Gaza Strip since 2005, making access virtually impossible, resulting in severe shortages of food, medicine and clean water, which has left the Strip's 1.4 million Palestinians facing a humanitarian crisis. Any 'tourists' would be unable to visit the Gaza Strip, as Israel prevents even humanitarian aid workers and lawyers from entering.

In the West Bank and East Jerusalem, Israel continues to build settlements in direct contravention of international law, taking land from the Palestinians to do so and demolishing their homes and farms in the process.

In addition, Israel is in the process of building the Apartheid Wall through the West Bank, which, when completed, will expropriate 50% of Palestinian land in the West Bank, depriving farmers and families of their livelihoods and water supply, and making movement for Palestinians almost impossible.

The Wall breaches numerous international agreements, including the Fourth Geneva Convention's articles on the destruction of land and/or property (article 53) and on collective punishment (article 33).

The Israeli Ministry of Tourism's assertion, through the map displayed on the poster, is insidious and wrong, and I urgently call on you to remove it from all its sites to avoid being complicit in this deliberate misinformation.

I look forward to your response.

Yours