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# False advertising

## 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

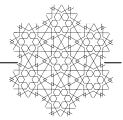
2.1c

**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](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 poster to help you:
  - BBC— [http://news.bbc.co.uk/1/hi/world/middle\\_east/8063435.stm](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