

Running head: TV ADVERTISING SPOTS ARE DISHONEST

TV Advertising Spots Are Dishonest

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OUTLINE

- Topic:** TV advertising spots are dishonest
- General Purpose:** To inform
- Specific Purpose:** To inform readers of the dishonesty in television advertising
- Thesis:** Among different types of advertising tools, television is the most popular yet the one that is full of dishonesty in content

I Introduction

A Attention Getter: Television advertising is one of the most popular media approaches in marketing. In fact, television advertisements hold over 55 percent of advertising (Rutherford, 1994). However, one major issue arising from television advertising is the honesty of the adverts. In fact, it is observed that almost 100% of TV advertising spots are not honest. In fact, a survey by Gillian (2013) revealed that out of the 1924 respondents interviewed, 71% said they enjoyed watching TV ads but 64% of them believed that the ads were not truthful. As explained, the dishonesty is bided in the secret messages and hidden persuaders in well-known commercials. This paper discusses this issue in detail by giving examples in different television advertisements.

B Reason to Listen: You have in one way or another watched television and happened to watch an advert. You might also have fallen to liking a certain product after it was advertised on television. But how honest was the advertisement? Were you fooled in believing the truthfulness of the advert? The main issue is that

you would like to watch honest advertisements regardless of the source. Understanding dishonesty in these programs will be of value in learning much about which advertisements to trust and how to evaluate the honesty of advertisements.

C Preview of Main Points:

- C.1 First, I will discuss television advertising
- C.2 Second, I will discuss what dishonesty is in advertising
- C.3 Finally, I will discuss dishonesty in television advertising

II Among different types of advertising tools, television is the most popular yet one that is full of dishonesty in content

ü *Television advertising is defined as a span of television programming which conveys a topical message of a product or service. They are produced and paid for by a respective organization (Rutherford, 1994).*

II.1 Contains brief advertising spots ranging in length.

II.2 Used to promote a wide variety of goods, services.

II.3 Considered the most effective mass-market advertising format across many countries.

ü *Dishonesty in advertising involves sending a false message through its content. In most cases, two main types of dishonesty are discussed:*

3.1 Exaggeration to hide the truth (Satyen, 2012)

3.2 Over-exaggeration for fun (Satyen, 2012)

ü *Dishonesty in television advertising is the presentation of false messages in television advertising content where the message is exaggerated and does not represent the truth. Examples are presented below:*

2.1 *Reebok's advertising* aired in year 2009 and 2010 was highlighted as a false advert when they claimed in the message content that Reebok's toning sneakers would make legs and butts look great. In fact, it was highlighted that Reebok agreed to pay \$25 million to settle for all the charges for misleading consumers (Hartman, 2011).

2.2 Another major advert identified as dishonest is the *soda stream advert*, which advised people to purchase soda stream and avoiding drinks at the supermarkets to save the environment (O'Connor, 2013).

2.3 The 1920s advert for "*La-Mar Fat Reducing Soap.*" The advert emphasized that by using the soap, one would reduce fats and look young (Culkin, 2011).

2.4 Another major example is the *Pepsi advertisement* whose message was that by drinking Pepsi, one would grow younger and thin. The advert pictures a young woman looking thin and "young-looking", which is identified as a result of taking Pepsi (Culkin, 2011).

III Conclusion

Given the main points discussed and examples from this paper, the hypothesis has been proved that among different types of advertising tools, television is the most popular yet the one that is full of dishonesty in content.

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