**People’s Democratic Republic Of Algereia**

**Ministery of Higher education and Scientefic Research**

**L’Arbi Ben Mhidi University**

**Department of Social and Human Sciences – Human Sciences Section**

**Level : Second year Communication**

**Course / 3**

**Attempts to sell large quantities of products cause advertisers to make claims that are not entirely factual. For instance, an advertisement for a particular brand of bread claimed the bread had fewer calories per slice than its competitors. What the advertisement did not say was that bread was sliced much thinner than the other brands.**

**Advertisers use different strategies to attract as much buyers as they can. One strategy used by them is to feature a celebrity in their advertisements or on their packaging. The implicit message is that the celebrity uses the product and may even depend on the product for his/her success.**

**Another marketing strategy involves labelling foods as “light” which means that one serving contains about 50 percent less fat than the original version. As a result, consumers mistakenly believe that eating light food means eating healthful food.**

**Food labels with misleading information often confront consumers. For example, “no-fat” does not necessarily mean zero grams of fat and foods low in fat may be high in sugar, adding additional calories to one’s daily caloric intake.**

**Adapted from www.faqs.org**

**1- The text is: a) a web article b) a book extract c) a magazine article**

**2- Say whether the following statements are true or false.**

**a) Advertisers use honest ways to sell products.**

**b) Advertisers employ famous people to promote their products.**

**c) Food labels may deceive consumers.**

**d) “No fat” means no additional calories to our daily caloric intake**.

**3- Answer the following questions according to the text.**

**a) What did the bread company do to make consumers think its bread contained less calories?**

**b) What is the hidden message behind featuring celebrities in advertisements?**

**c) Does consuming light food mean eating healthful food? Justify from the text.**

**4- Find what or who the underlined words in the text refer to.**

**a) its (§1) b) them (§2) c) which (§3)**

**B/ Text Exploration**

**1- Find words in the text whose definitions follow:**

1. **a thin flat piece of food (§1**
2. **) b) suggested without being directly expressed; hidden (§2)**
3. **c) to feel certain that something is true (§3)**

**Part Two:**  **Written Expression**

**Required ASSIGNGNMENT :**

**Plagiarism, which is stealing others’ ideas or work and pretending they are yours, is an unethical and unlawful practice. As a conscious student, write an article of about 80 to 120 words for your school magazine to raise awareness among your schoolmates about the negative effects of this wrongdoing.**