

Author of the Didactic Guide: Nieves Álvarez Martín

Persons involved in the project:

For SPAIN:

- Nieves Álvarez Martín
- Miguel Ángel García González
- Eva Hoyos Miguel
- Marta Ruiz Villasante
- Spanish Network on Consumer Education

For BELGIUM:

- Stefaan Hendrickx
- Ann de Roeck-Isebaert
- Chris Crabbé

For GERMANY:

- Anne Schelhowe

For GREECE:

- George Pavlikakis
- Kleopatra Kretikopoulou
- Sofia Vouraki

Material produced within the project:

- ACTIVE CITIZENS (2008-1-ES1-GRUO6-0135)

Financed by:

- European Commission DG Education and Culture
- Lifelong Learning Programme - GRUNDTVIG - 2008

Coordinated by:

- MAG (Estudios de Consumo) for
- European School of Consumers of the Government of Cantabria

ISBN:

Legal deposit:

INDEX

MODULE 5: "Advertising"

1. PRESENTATION.....	4
2. OBJECTIVES.....	4
3. CONTENTS.....	5
4. DIDACTIC PROPOSALS.....	7
5. DIDACTIC SHEETS.....	8



MODULE 5: "Advertising"

To analyse the power of advertising, particularly, its role in the use/abuse of so-called "miracle products"

1. PRESENTATION

It is sufficient to regularly look at newspapers, magazines, or weekly supplements to find, sooner or later, advertisements that find our attention because of the miracles they promise: the elixir of the eternal youth, the key of richness, the fat-burning jewel, etc.

All these products give answers to our illusions: Who does not want to be more beautiful, richer, more successful, radiant with health, etc.? There are people that would sell their soul to the devil to reach all this. Yes, yes, literally, we see it in some movies or television series, and it seems that it happens also in the real life because this is the objective of some advertisements. The arguments are convincing or do arise the curiosity of many people, "just in case". Furthermore, who does not want to be eternal young at a price of 40 EUR?

This didactic multimedia material wants to put the participants in front of a mirror in order to be reflected: On the one hand, criticizing the advertisements, laughing about them and on the other, maybe saying: And in case it would be true?

2. EDUCATIONAL OBJECTIVES

- To analyse the advertisements of the so called "miracle products" and products carrying health claims.
- To be aware of the power of attraction of some advertising campaigns which sell those products that the human beings aim to have absolutely.
- To learn to act in a critical and reflexive way in case of advertisements which contradict the logic and the science.
- To analyse environmental advertisements.

3. CONTENTS

ADVERTISING

All type of communication carried out by a natural person or legal public or private entity during the fiscal year of the commercial, industrial, hand-crafted or professional activity with the objective of promoting in a direct or indirect way the contracting of personal property, real estate, services, rights and obligations is advertising.

The critical attitude faced with this advertising phenomenon is the best recommendation which can follow the user, to know how to distinguish between the advertised products and the advertised packaging full of persuasion and associated values.

Legally, the content of advertising can be requested by the consumers. The services, conditions, properties and guarantees stated in the advertising can be claimed even if they do not appear expressly in the contract. The contractual value of advertising allows the consumers to request the conditions set out in the advertisement, even if the offer is sold out, in case the limit has not been specified.

All consumers have the possibility to ask for the suspension or correction of illicit advertising. With the suspension, the dissemination of the advertising campaign is stopped. With the correction, the advertiser is obliged, in addition to the stoppage, to publish the corrected advertisement in the same media in which the offence has been committed. These rights can be exercised against the advertising company or before the Court in case of a negative answer from the advertiser.

The consumers and associations or organizations which have a legitimate interest in the fight against misleading advertising or in the regulation of advertising, can legally proceed against this advertising or submit it to the competent administrative authority to pronounce on the complaints or to start the appropriate legal action.

In Spain, the consumers also have the possibility to contact the Association for Autoregulation of Commercial Communication (Autocontrol) which is an authority for the extrajudicial resolution of conflicts in the advertising field, set up by the own sector: advertisers, media, agencies. It expects to receive complaints from the private individuals and social and consumer organizations as well as from the own companies. Complaints which, in the light of Autocontrol's Code and according to the Principle of Legality, are considered or rejected by a Jury (urging to the cessation of correction of the complaint advertising).

False/Misleading advertising

- Advertising which, in any way, including its presentation, leads or can lead people into error affecting their economic attitudes or harm or be able to harm the competitor.
- Advertising that keeps silence about fundamental data of the goods, activities or services when this omission leads people into error.

Aspects to be analyzed to decide whether the advertising is false/misleading:

- The characteristics of the goods, activities or services such as: geographic origin, nature, composition, use, purpose, aptitude, availability and novelty, quality, quantity, category, specifications and denomination. Production method and date, provision or benefit, results to be expected from its use, essential results and characteristics of the tests and controls of the good or services and harm and danger.
- Complete price or budget or way of price fixation.
- Legal and economic conditions of purchase, use and supply of the goods or of the services to be rendered.
- Reasons of the offer.
- After-sales services.
- Nature and rights of the advertiser, specially those related to: identity, professional assets and qualifications; patent rights and copyright as well as received prizes.

Misleading commercial practice

All type of commercial practices that contain false information, without veracity or information that, in any way, including its general presentation, leads or may lead the average consumers into error, even in case the information is correct with respect to the facts, and may lead them to take a decision about a transaction in a different way.

4. DIDACTIC PROPOSALS

The proposed activity is dual, on one hand the objective is to analyze what the advertisements, included in the PowerPoint presentation and sheets for pupils, say and on the other hand to invent not existing products and elaborate the advertising campaign to sell them.

ACTIVITY 1: Miracle! Miracle! Miracle...?

The objective of this activity is to analyze, at great length, the texts and images of some advertisements which promise to change our life (make us younger, more beautiful, richer,...) and to find out whether we really believe that they can keep their promises.

The process of this activity can be as follows:

- The participants are divided in groups and each group will analyze one type of miracle products. One group will analyze the products which say how to become rich, another group those which say how to increase the bust volume and one more group those which say that we can lose many kilos in one week.
- The best would be that each group tries to find advertisements of different epochs. It can be those shown in the video or others similar to them (please see sheet for pupils no. 1.).
- To think about it individually and to complete the sheet for pupils no. 2 in group.
- To share the results.

ACTIVITY 2: There is no harm in inventing

The objective of this activity is to make the participants think about the importance of the self-esteem and how easy it can be to sell illusions. The process can be as follows:

The participants are divided in groups and each group should invent a product that helps to get self-esteem. For this purpose, it is necessary to first define self-esteem and provide its characteristics.

The invented product should be sold through press advertisements similar to those which are used to sell "miracle products". That means, which produce the self-esteem immediately.

The results and conclusions should be shared.

4. DIDACTIC SHEETS

SHEET FOR PUPILS No. 1: Curious advertisements

Cuts Through:

- **Metal Pipe**
- **Cinder Block**
- **Sheet Rock**
- **Wood**
- **Iron**
- And More!**

**Safe For
Fingers**



**LESS WRINKLES
IN ONLY MINUTES**

TRY IT TODAY!

simulated imagery

www.dermitage.com



ONE Click
of your mouse...

ONE Minute
of your time, earn up to...

ONE Thousand Dollars
or more, online, for **FREE!**

Click Here!

SHEET FOR PUPILS No. 2: To think about miracle ads¹

What does the advertisement's slogan say?

Ad 1	Ad 2	Ad 3

What images are included in the ad?

Ad 1	Ad 2	Ad 3

What does the ad promise?

Ad 1	Ad 2	Ad 3

How will the promise be made real?

Ad 1	Ad 2	Ad 3

Do you think it is possible? Opinion of each group member:

Ad 1	Ad 2	Ad 3

Thoughts of the group:

Ad 1	Ad 2	Ad 3

1) Note: Include the three ads and/or a description of each one.