

Lesson 3

1 TOPIC QUESTION

今日のトピック

Have you ever been a victim of false advertising?

虚偽の広告の被害者になったことはありますか？

2 ARTICLE

記事

Directions: Read the following article aloud.

課題：以下の記事をはっきりとした声で音読しましょう。



False Advertising

False advertisement is untrue or misleading information given to you to get you to buy something, or to come visit their store. Those who make and sell products must honestly present their products, services and prices to you. This includes ads on TV, radio, the Internet, newspapers and magazines. It also includes anything a salesperson tells you to get you to buy their product.

Most of us have been victims of false advertising. There's a big difference between pushing the truth and making false claims. Is a product really "scientifically proven," and "results guaranteed?" For companies that cross the line, it can cost millions. Major brands have had to pay up, facing scrutiny from competitors and the FDA. Not all companies have had to pay up, but each has dealt with a fair amount of negative publicity.

The question is, will companies change their marketing policies, or continue to prioritize profits over the consumer's right to know? Keep in mind that just because an item is on sale, doesn't mean it's the lowest price in town. To get the best prices, you need to shop around.

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3 VOCABULARY

語い

Directions: First repeat after your tutor and then read aloud by yourself.

課題: 先生の後に続いてくり返した後、今度はひとりで発音してみましょう。

consumer

消費者

publicity

評判

prioritize

優先する

misleading

人を惑わす

pushing the truth 真実を主張する**scrutiny** 精密な調査**cross the line** 一線を超える**FDA (U.S. Food and Drug Administration)** 米国食品医薬品局

4 QUESTIONS

質問

Directions: Read the questions aloud and answer them.

課題: 質問を声に出して読んだ後、答えてみましょう。

1. What are false advertisements?
2. How can you say that an advertisement is false?
3. What do you think is the reason why companies make false advertisements?
4. Give an example of false advertisement.