

# WORKSHEET 16



Why do we have advertisements?

We have advertisements so that consumers can know what is available to buy, how much it is and where to get the item.

## CONSUMER

The person who buys the item or product. (That means the consumer is you).

Sometimes adverts can lie about what their product does or they lie about the quality. This is known as **false advertising**.

Can you think of an item you bought because you saw an advert, was it exactly as it was in the advert?

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How did it make you feel, did you do anything about it?

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Parent's/Guardian's signature.....