

37. 真実を使ったうそ(2)：構造理解

Untrustworthy candidates in political campaigns often use such deceptive communication strategies to trick voters into supporting them. Let's say that during Governor Smith's last term, her state lost one million jobs but gained three million new ones. Then she seeks another term in office and enters the election race. One of her opponents in that race subsequently begins a multimedia advertising campaign saying, "During Governor Smith's term, the state lost one million jobs!" That is indeed true but, at the same time, it is intentionally deceptive. A more honest statement from her opponent would have been, "During Governor Smith's term, the state had a net gain of two million jobs."

Advertisers sometimes use half-truths as well. Because it's illegal in many countries to openly make false claims about a product or service, some advertisers try to mislead you with the truth. An ad might consequently boast, "Nine out of ten doctors recommend Yucky Pills to cure nose pimples." This is also a factual statement but one which deliberately fails to mention that only ten doctors were asked about Yucky Pills and nine of these actually work for the Yucky Corporation.
