

How Big Companies Use Plain English to Rob You Blind

You might think that big companies would be above using sneaky tactics to trick you into spending more money. But the truth is, they do it all the time. And one of their favorite ways to do it is by using plain English.

Plain English is a style of writing that is clear, concise, and easy to understand. It's the kind of language that you would use to talk to a friend or family member. And because it's so easy to understand, it can be very persuasive. That's why big companies use it so often in their marketing materials.



The Fine Print: How Big Companies Use "Plain English" to Rob You Blind by David Cay Johnston

★★★★☆ 4.4 out of 5

Language	: English
File size	: 2087 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 328 pages



Here are a few examples of how big companies use plain English to trick you into spending more money:

* **They use vague language.** When a company uses vague language, it's hard to tell exactly what they're offering. This can lead you to make assumptions that are not true and end up spending more money than you intended. For example, a company might say that their product is "the best on the market." But what does that really mean? Is it the best in terms of quality? Price? Features? It's hard to say. And that's exactly what the company wants.

* **They use emotional language.** When a company uses emotional language, they're trying to appeal to your emotions rather than your logic. This can make you more likely to make a purchase even if you don't really need it. For example, a company might say that their product will make you "feel like a million bucks." But will it really? Probably not. But the company's emotional language might make you believe it will and trick you into buying it.

* **They use hidden fees.** Hidden fees are fees that are not disclosed upfront. This can lead you to be surprised by unexpected costs after you've already made a purchase. For example, a company might say that their product is "free." But then when you go to check out, you find out that there's a shipping fee. Or a handling fee. Or a processing fee. These hidden fees can add up quickly and end up costing you more than you intended.

* **They use fine print.** Fine print is small, hard-to-read text that is often used to hide important information. This can lead you to miss out on important details and end up making a purchase that you regret. For example, a company might say that their product comes with a "satisfaction guarantee." But then when you read the fine print, you find out that the

guarantee is only valid for 30 days. Or that it only applies to certain products. These fine print details can be very important, so it's important to read them carefully before you make a purchase.

These are just a few of the ways that big companies use plain English to trick you into spending more money. By being aware of these tactics, you can avoid falling for their tricks and protect your wallet.

Here are a few tips to help you avoid being tricked by plain English:

* **Read carefully.** Don't just skim over the marketing materials. Take the time to read them carefully and understand exactly what the company is offering. * **Ask questions.** If you're not sure about something, ask the company for clarification. Don't be afraid to ask questions until you understand exactly what you're getting into. * **Be skeptical.** If a deal seems too good to be true, it probably is. Be skeptical of any company that uses vague language, emotional language, hidden fees, or fine print. * **Do your research.** Before you make a purchase, do your research and compare prices from different companies. This will help you avoid paying more than you need to.

By following these tips, you can avoid being tricked by big companies and protect your wallet.

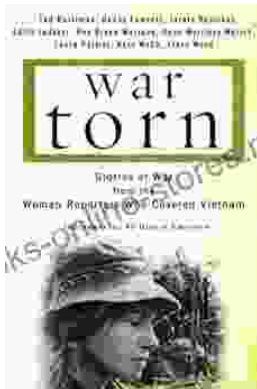


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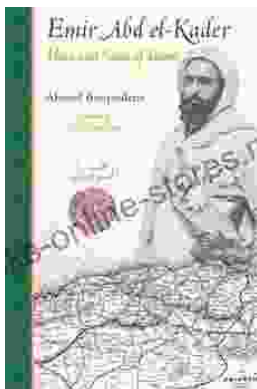
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