

# Tricks and jokes in Mass media

project by Timofey Adrianov  
Teacher Hasmik Arakelyan

We are used to think that mass media is only for some kinds of programs as: soap operas and films on TV, monotonous music on radio, news, advertisement, talk shows and so on.

But only few people know how to use mass media to laugh at other people.

Here are some facts of such tricks.

# Swiss Spaghetti Plantations, BBC 1957

BBC told a story about Swiss farmers enjoying a bumper spaghetti crop.



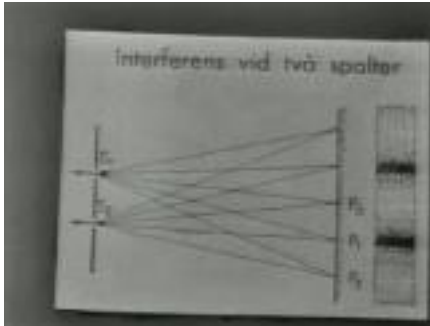
*“Spaghetti, picked earlier in the day, dried in the sun, and so brought fresh from garden to table at the very peak of condition. For those who love this dish, there’s nothing like real home-grown spaghetti.”*

Hundreds of people phoned the BBC wanting to know how they could grow their own spaghetti tree.



# Stockings and Color TV, Sweden, 1962

Kjell Stensson, a “technical expert”, explained how to make black-and-white TV sets colored.



*«Like I said earlier, the viewing distance is of utmost importance. You should experiment with moving closer and further away from the set to get the correct color impression. In order to assist you, we have prepared a calibration card.»*



Many Swedes today remember their parents rushing through the house trying to find nylon stockings to place over the TV set.

# Flying penguins, BBC 2008

Here is BBC trick some people really believed this joke and discussed it a lot on different forums.

Fans of Linux liked this clip a lot because penguin is Linux logo.

The clip wasn't just a joke but also an advertisement of BBC iPlayer.



# Washing the Lions

Many people in London received this invitation 150 years ago.

- No lions had been kept in the Tower for decades.
- Visitors have been sent to White Gate (there is no such gate in Tower).
- This joke was first reported in a newspaper more than 300 years ago:

*“Yesterday being the first of April, several persons were sent to the Tower Ditch to see the Lions washed”*

Dawks’s News-Letter, April 2, 1698.



**TOWER OF LONDON**  
Please to Admit Bearer and Friend  
to view the  
**ANNUAL CEREMONY**  
**of Washing the Lions,**  
on Wednesday, April 1st, 1857.

Visitors admitted only at the White Gate.

# Kitten or Husband?

**FREE TO GOOD HOME**



Beautiful 6 mo. old male kitten - orange & caramel tabby, playful, friendly, very affectionate. Ideal for family w/kids.

**OR**

Handsome 32 yr. old husband - personable, funny, good job, but doesn't like cats. Says he goes or cat goes.

**Call Jennifer - 265-5543 - come see both & decide which you'd like.**

In this newspaper advertisement one woman says that she will give a kitten or a husband to good home because her husband doesn't like cats.

“Come see both & decide which you'd like”.

So we saw how some people made other  
to believe in lie. And I hope you won't  
believe if anybody will try to catch you  
using such kinds of tricks in mass media