

Playing devil's advocate, advertisements are notorious for using the phrase "up to.." in the ads. For example, a company could state that a client could "save up to 15 percent" on a particular service, product or plan. This statement by technicality is correct, you can save up to 15 percent in most cases, but this is true for any number below that as well. The phrase "up to" is misleading to some people, as some may cut that phrase out as a whole and focus on "save... 15 percent". "Up to" in this case is similar to what could be called a verbal fine print. Even though this is true, is it ethical if it misleads people into thinking naively? The conflict of ethics between truth and lies is very situational.

Smart word usage is prominent in white lies, as stated above. Advertisements or signs claiming things such as "Best Pizza in Town!" are fascinating in this aspect, as they cannot be proven wrong. The reason why these advertisements cannot be disproved is due to the matter of opinion. The usage of opinion is widespread in the world of advertising; it is seen in movie trailers, for example. This form of "white lie" is so common because it cannot possibly be disproved as it is a personal opinion. Whether the view is genuine or not is up to debate on a situational basis, but any statement could be used to justify the ads. Generally, that local pizza place may not actually be the best in town, but it is to somebody, and that is all they need.

A sub-type of the white lie tends to lie unnoticed to most, but it in itself is very controversial in no small portion of people. Visual lies are used all the time in the digital era, with the rise of programs such as photoshop. Covers of magazines are plagued with what is technically lies. Many magazines that you look at have covers that are falsified with the usage of photoshop. Whether it be the manipulated body shapes of models or faces cleaned up of blemishes, there almost always is something

that has been "touched-up." In an age of social justice, many cry out to the designers and manipulators to stop falsifying and creating unnatural and nearly unattainable body images.

When looking closer at the topic of visual fallacies, it is essential to note what harm it could be possibly caused to the general public. Harmful side-effects of altered images may, for example, cause self-esteem issues with how the average person's body size. The reason why this skill of manipulating photographs is so popular, however, is because they outright look good. Whether it be properly showing off certain sets of clothing or products, it has in the past been very useful. Even though photoshopped models in the grand scale of things is a minor concept, the fact that this fallacy exists is enough to cause uncomfortable feelings in the general public.

When summed up, the buttons that do not have any function may not be as bad after all. Of course, outright stating false information is unethical generally, but overall white lies do have benefits. In the age of consumerism, the balance shifts every day between whether white lies are worth it or not. However, I think most can agree that being in a universe where there is not a "closed-door" button in the elevator at the end of a long day may make your life just a tad more stressful than it needs to be.