

# ***DOVER PACT PROGRAM***

## **HOMEWORK ASSIGNMENT #2**

### **MEDIA INFLUENCES ON ALCOHOL & TOBACCO USE**

**STUDENT NAME:** \_\_\_\_\_ **ADULT:** \_\_\_\_\_

**SCHOOL:** \_\_\_\_\_

#### **LESSON OBJECTIVES:**

1. To help students and parents recognize the advertising techniques that are used to influence our attitudes toward alcohol and tobacco use.
2. To help develop the skills needed to analyze how the media can influence the way people think, feel and act about substance use.

**DEFINITION:** Media = any means of communication that reaches or influences large numbers of people. This includes such things as newspapers, radio, magazines, music, and television.

**INSTRUCTIONS:** There are two worksheets to be completed in the homework assignment. One worksheet requires the analysis of an alcohol advertisement and the second requires the analysis of a tobacco advertisement. Review several magazines, the web or other media sources for an example of an advertisement for both tobacco and alcohol. Clip out the best example of each and attach it to the appropriate worksheet.

Advertisers often try to create ads that cause the public to associate their product with positive images. Examples of images that are often used include:

- Having lots of friends or being accepted by peers
- Being athletic
- Being attractive, macho or sexy
- Being confident and independent
- Being well dressed, stylish, cool

After selecting your advertisements, complete each of the two worksheets describing whether or not the advertisement utilizes these positive images to sell its product.

Sample tobacco ads can be found at:  
<http://www.tobaccofreekids.org/adgallery/>

Sample alcohol ads can be found at: <http://camy.org/gallery/>

## ANALYSIS OF AN ALCOHOL ADVERTISEMENT

Review several magazines or other media sources for a sample of an alcohol advertisement. Clip out the best example of an advertisement and attach it to the homework assignment when it is turned in.

Describe how the advertisement depicts the positive images below.

- **Friends and acceptance by others** (people who use this product are well liked and have fun with their friends).

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- **Successfulness & Snob Appeal** (people who use this product are successful, confident and may have money or nice things).

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- **Having fun** (people who use this product are happy and having a good time).

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- **Sex appeal** (people who use this product are attractive to the opposite sex) and **Attractiveness** (people who use this product are good looking and are very well dressed).

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- **Macho or Athletic** (people who use this product are good at sports or are very manly).

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Given what you know about the consequences of the use of alcohol, in your opinion were the ads honest and logical or not. Please explain:

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## ANALYSIS OF A TOBACCO ADVERTISEMENT

Review several magazines or other media sources for a sample of a tobacco advertisement. Clip out the best example of a tobacco advertisement and attach it to the homework assignment when it is turned in.

Advertisers often try to create advertisements that cause the public to associate their products with positive images. Describe how the advertisement depicts the positive images below.

- **Friendship and acceptance by others** (people who use this product are well liked and seem to have a lot of friends).

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- **Successfulness & Snob Appeal** (people who use this product are successful, confident and have money and nice things).

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- **Having fun** (people who use this product are happy and having a good time – usually with friends).

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- **Sex appeal** (people who use this product are attractive to the opposite sex) and **Attractiveness** (people who use this product are good looking and are very well dressed).

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- **Macho or Athletic** (people who use this product are good at sports or are very manly).

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Given what you know about the consequences of the use of tobacco, in your opinion were the ads honest and logical or not. Please explain:

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