

Activity 5/6

Unit 6 • Alcohol, Tobacco, and Other Drugs

# Activity

## Alcohol Ads: The Hidden Message

**Life Skill:** I will not drink alcohol.

**Materials:** paper, pen or pencil, old magazines or newspapers

**Directions:** Media literacy is the ability to recognize and evaluate the messages in media. This activity helps you develop media literacy.

- 1. Find an ad for alcohol products in a magazine or newspaper.** Write the answers to the following questions about the ad.
  - What is being advertised?
  - Where did the ad appear?
  - What is the purpose of the message?
  - How does the ad encourage people to purchase alcohol?
  - If there are people in the ad, what desirable qualities do they have?
  - What desirable qualities does the scenery or background have?
  - Who will profit if teens are influenced by the message?
- 2. Write five statements that explain what this ad does not tell you.** Ads for alcohol do not tell you everything you need to know about alcohol use. Suppose your ad shows people playing volleyball and drinking wine coolers. You might write, "Alcohol affects coordination. People who drink alcohol might not be able to play sports well."
- 3. Consider five ways the ad could be changed to reflect the reality of alcohol use.** Write a summary of these changes. For example, you might write, "One of the people in the ad has passed out and needs to go to the hospital."
- 4. Attach your changes to the ad.** Discuss your changes with your classmates.

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