

DOVER PACT PROGRAM

HOMEWORK ASSIGNMENT #2

MEDIA INFLUENCES ON ALCOHOL USE

STUDENT NAME: _____ **ADULT:** _____

LESSON OBJECTIVES:

1. To help students and parents recognize the advertising techniques that are used to influence our attitudes toward alcohol 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, movies, magazines, music, and television.

INSTRUCTIONS: This assignment involves the analysis of an alcohol advertisement. Find an advertisement for any beer or alcohol product on TV, in a magazine, online, or other source. Cut out, print out or take a photo of a good example and attach it to this worksheet (if possible).

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 advertisement, complete the worksheet below describing whether or not the advertisement utilizes these positive images to sell its product.

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

ANALYSIS OF AN ALCOHOL ADVERTISEMENT

Describe if and how the advertisement associates their product with the positive images described below. Attach your ad to the homework assignment when it is turned in, if feasible.

- **Friends and Acceptance by Others** (makes the product seem like people who use it are well liked and have fun with their friends).

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

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

- **Attractiveness, Macho or Sexy** (people who use this product are good looking, young and healthy. They are attractive to others – particularly the opposite sex. Guys are very manly).

- **Athletic** (people who use this product are athletic, good at sports or participate in rugged or very adventurous activities).

Given what you know about the consequences of the use of alcohol, in your opinion were the ads honest, logical and responsible? Did they adequately convey the risks of alcohol to the viewing public?
