

FIND THE HIDDEN MESSAGES

Model

Every day, you are exposed to advertisements. Because teens have a lot of purchasing power, advertisers spend large amounts of money trying to convince you to purchase their products. However, some of these products, like tobacco, can harm your health. Study the ads below. They show messages that advertisers use to sell tobacco. Notice that none of the messages reveal the dangers or risks of tobacco use. Why do you think tobacco advertisers avoid the truth?

What the ad suggests:

Everyone else is using tobacco.

The truth:

Most teens don't use tobacco.



Join the Crowd!

What the ad suggests:

You will have fun and lots of friends if you use tobacco.

The truth:

Using tobacco makes you sick and less able to enjoy life.



FUN AND FLAVOR!



What the ad suggests:

Tobacco companies will give you great stuff for nothing.

The truth:

Wearing a tobacco company's logo gives the company free advertising.



Taste the Good Life

What the ad suggests:

Using tobacco will make you rich and famous.

The truth:

Using tobacco will cost you money.

Practice

Form small groups. Look through magazines and newspapers for tobacco advertisements. Locate and cut out three advertisements for cigarettes, cigars, or chewing tobacco. Glue or tape the ads on a sheet of poster board. Under each ad, write the hidden message it tries to send about tobacco. Share your ads with your classmates. Do they agree with your descriptions? Which ads would influence someone your age? Why?

Apply/Assess

Develop your own antitobacco advertisement. Use one or more of the techniques you have seen in tobacco ads to influence teens to stay tobacco free. You can also include other messages, such as information about how tobacco is harmful. Share your advertisements with the class. Which advertisements would have the most influence on teens? Explain why.



Analyzing Influences

Advertisements try to appeal to our basic needs and desires, such as:

- curiosity
- friendship
- success
- fun
- independence

Self-Check

- Does my ad take a strong stand against tobacco?
- Did my ad use advertising techniques?
- Would my ad influence teens to be tobacco free?
- Did my ad provide information about the harmful effects of tobacco?

What the ad suggests:

Using tobacco will make you attractive, glamorous, or cool.

The truth:

Using tobacco damages your skin, stains your teeth, and makes your breath smell bad.



What the ad suggests:

Using tobacco will bring you closer to nature.

The truth:

Smoking pollutes the air.

