

PERIOD:

NAME: _____

DATE:

ALCOHOL ADVERTISING

Answer the following questions about your ads:

1. Visual Images:

- What do the people in your ads look like?
- What are they doing?
- How do they appear to be feeling?
- How are they dressed?

2. Written Copy:

- What does the written copy in your ads tell you about alcohol?

3. Total Effect of the Ads:

- If you drink the alcohol in the ads how will you feel?
- What will you look and act like if you use their alcohol?
- How will drinking their product change you?

AD #1	AD #2

AD #1

AD #2

- What is the purpose of the messages?
- How do the ads encourage people to buy alcohol?
- What is the scenery/background like in your ads?
- Who profits if teens are influenced by the advertisements?

Write five statements that explain what these ads do not tell you. (DANGERS OF ALCOHOL)

- 1.
- 2.
- 3.
- 4.
- 5.

Consider five ways the ads could be changed to reflect the reality of alcohol use. (MAKE THEM AN ANTI-ALCOHOL AD)

- 1.
- 2.
- 3.
- 4.
- 5.