

Clarifying Objective

- 8.ATOD.1.2 - Predict the potential effect of anti-tobacco messages on the use of tobacco by youth and adults.

Advertising: It's Everywhere!



Advertising can influence
unhealthy choices . . .

A promotional poster for a Beyoncé concert. The top half features the name "Beyoncé" in a large, ornate, gold-colored gothic font against a dark background with decorative flourishes. Below the name, a woman (Beyoncé) is shown from the chest up, wearing a shimmering gold sequined dress and holding a lit cigarette in her right hand. The text "WITH SPECIAL GUEST" is written in small white letters above the name "Eminem" which is written in a stylized red font. At the bottom of the poster, there is a light green banner with white text.

WITH SPECIAL GUEST
Eminem

ROD LAVER ARENA
WEDNESDAY APRIL 25

TICKETS ON SALE
THIS FRIDAY

Advertising can influence healthier choices . . .



Advertisements are . . .

creative

silly

clever

intrusive

persuasive

hilarious

LOUD!

thought-provoking

imaginative

distracting

entertaining

annoying

powerful

Where do you see or hear advertisements?

- Billboards
- Magazines
- Newspapers
- Internet
- Radio
- Music
- Sports
- Posters
- Television
- Movies
- Clothing
- Bumper stickers
- On taxis, buses
- Infomercials

But, mostly, . . .

eravata
MEA.comerciala

blog press partners
details bid now buy now who we are? contact

ro en

TIE'S KNOT VALUE
2000 Lei
Shaban Festival

YOUR LOGO COULD BE
HERE! READ MORE DETAILS!

CONFIRM YOUR PARTICIPATION
TO THE WEDDING HERE

Soon
You will be able to read blog articles here.

Soon
You will be able to read press articles here.

FOR SALE

20 €
15 €
10 €

Ⓟ

*Prețuri pe centimetru
*Prices for sqcm

Wellcome!
It's mine and I do what I want with it The Tie. The groom's tie.
Let's say my name is X. I have decided to combine my soul with Mr's say miss Y. Miss Y wants our own car. But we have no money. Although, as all future brides, she wants a family wedding, romantic and intimate, we have forced it to a little sacrifice but with a great benefit: our own little car. For this we have to sell something. As we have nothing but each other, we decided to sell a small part of what is only ours: our wedding.
We do not sell brides nor make bids on the grooms, but we make available the entire Tie. My groom is Commercial Tie.

Recently, a groom sold space on the tie he wore for his wedding.

they are EVERYWHERE!

“People believe what they see. If what they’re seeing is seducing them into a deadly addiction, then we need to counter the seduction by reversing what they see. In other words, fight fire with fire!”

BADvertising Institute

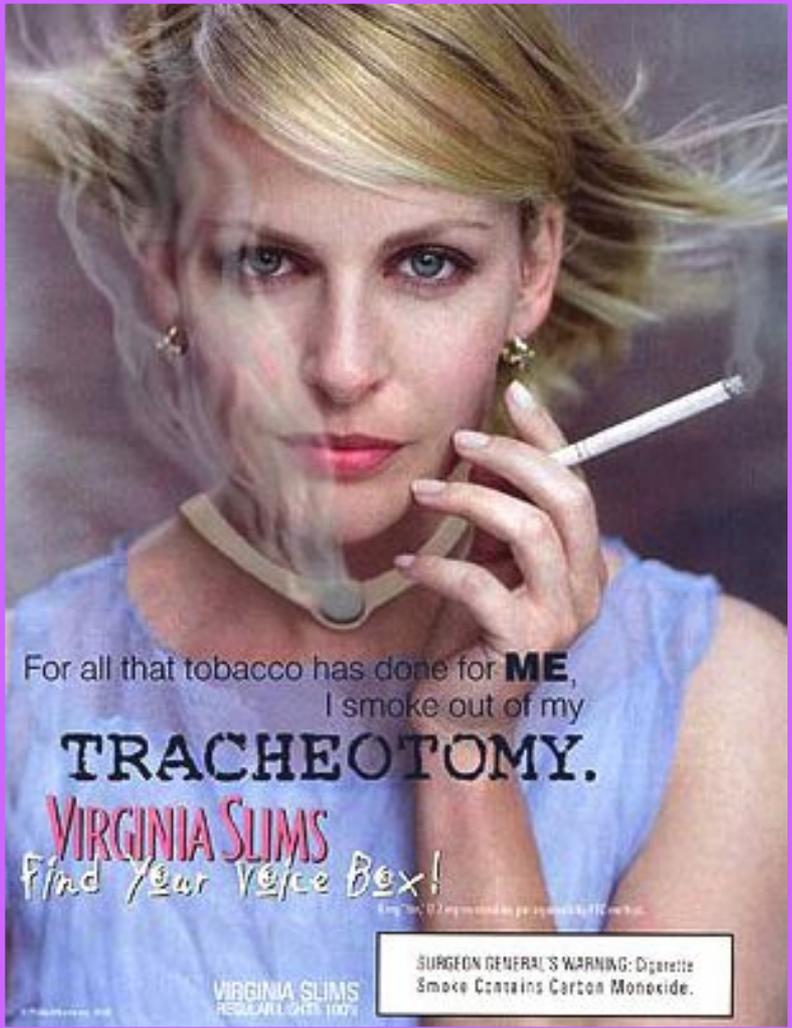
- *A new study published in the March issue of the American Journal of Public Health (AJPH) provides powerful evidence that the American Legacy Foundation's national truth[®] youth smoking prevention campaign has contributed significantly to the historic declines in youth smoking achieved in recent years. This study shows that anti---tobacco advertising like the truth[®] campaign and similar state campaigns are a vital element in the overall effort to reduce tobacco use and its devastating consequences in the United States.*

- *How many of you have seen public service announcements by the Truth Campaign or by other youth advocacy groups?*
 - What are some examples of images that have been viewed.
 - *Why have young people joined this movement to persuade others not to smoke?*
 - [The Truth](#)

Guided Practice:

- Truth in Advertising, and Appendix 3, Sample Ads (for each pair of students).
- Have students pair up and create bumper stickers that promote an anti---tobacco or anti---spit message.
- *These are called counter ads, which are defines as,*
 - *Advertising that takes a position contrary to an advertising message that preceded it.*
 - *The message should be persuasive to other eighth graders.*
 - *The appeals can be humorous or serious and use logos or slogans.*
 - *The ads can be a play on or counter message to those used by tobacco companies to promote their products.*

Counter Ad Example

A counter advertisement for Virginia Slims. The background is a photograph of a woman with blonde hair and blue eyes, wearing a blue top and a white tracheotomy collar. She is holding a lit cigarette in her right hand, with smoke rising from it. The text is overlaid on the bottom half of the image.

For all that tobacco has done for **ME**,
I smoke out of my
TRACHEOTOMY.

VIRGINIA SLIMS
Find Your Voice Box!

Long, low tar cigarettes for people who love to smoke.

VIRGINIA SLIMS
REGULAR LIGHTS 100'S

**SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.**

Sample Ads

