

# Introduction to Deconstructing Advertisements Activity

<u>Purpose &amp; Preparation</u>	<u>Procedure</u>
<p><b>Purpose:</b></p> <p>This activity provides students an opportunity to break down some of the common marketing strategies used by tobacco companies.</p> <p><b>Materials Needed:</b></p> <ul style="list-style-type: none"><li>○ Computer</li><li>○ Projector</li><li>○ PowerPoint</li><li>○ Poster Paper</li><li>○ Markers</li></ul> <p><b>Handout:</b></p> <p><a href="#">Deconstructing Advertisements Worksheet</a></p>	<p><b>Procedure:</b></p> <ul style="list-style-type: none"><li>● Using the “Unit 4: Activity 2: Deconstructing Advertisements” worksheet, ask the students to get into pairs and deconstruct an e-cigarettes/vape pens ad.</li><li>● Provide each pair with an ad and ask them to answer the questions on their deconstructing advertisements worksheet. If time allows, ask for pairs to share their ad and responses to one of more questions on the handout.</li><li>● Provide each group with poster paper and markers and ask them to rewrite/design their ad, based on their new 110% honest slogan.</li><li>● Depending on how much time you have, either have each group present their ad to the group (this will take longer) or have each group hang their ad around the room so everyone can do a gallery walk to view all of the ads.</li></ul> <p><u>Possible Discussion Questions:</u></p> <ul style="list-style-type: none"><li>● Today we focused on print advertising. This is only one type of advertising that companies use to get our attention.</li><li>● What are some other types of advertising that we encounter in our daily lives? (social media, TV/radio commercials, online ads, product placement, posters at stores, event sponsorship, etc.)</li><li>● Ask specifically about ads that are marketed towards youth on places such as Facebook or Instagram, or through Google/Yahoo searches.</li><li>● Why is it important for us to be aware of and understand advertising strategies and messages?</li><li>● Explanation/response: Advertising is ALL around us. It is important that we are aware of the ways in which companies try to recruit us as customers.</li></ul>

