

Name:

Date:

### Tobacco Advertisement Analysis

**Instructions: Using all of the advertisements provided and the advertisement that you brought in, answer all the following questions.**

1. Do you agree or disagree with the following statement? The tobacco industry has one advertising strategy that it has used repeatedly throughout the last century. Justify and give examples for your answer.

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**Instructions: Identify one advertisement that you think the tobacco industry uses to target adults like your parents, grandparents, aunts, uncles etc.**

2. What message do you think the tobacco industry is trying to convey to the adults in the advertisement that you picked out? What words would you use to describe the message conveyed?

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**Instructions: Identify one advertisement that you think the tobacco industry uses to target young people like yourself and your friends.**

3. What message do you think the tobacco industry is trying to convey to youth like yourself in the advertisement you picked out? What words would you use to describe the message conveyed?

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**Instructions: Identify one advertisement that you think the tobacco industry uses to target children like your younger siblings, cousins, and friend's younger siblings.**

4. What message do you think the tobacco industry is trying to convey to children in the advertisement you picked out? What words would you use to describe the message conveyed?

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5. Why do you think the tobacco industry would want to target advertisements towards people who cannot legally buy cigarettes?

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