

Tobacco Advertising Analysis Activity

<u>Purpose & Preparation</u>	<u>Procedure</u>
<p>Purpose:</p> <p>Students will complete an analysis of tobacco advertisements published from the 1940's to present day. During the analysis, students will explore various strategies utilized by the tobacco industry to target different demographics.</p> <p>Preparation:</p> <p><i>Instructor Pre-Work</i></p> <ul style="list-style-type: none"> ○ Print out the Tobacco Advertising Analysis Worksheet for students to use. ○ Cut out the advertisement tiles found in the Tobacco Advertisement Examples. <p><i>Student Pre-Work</i></p> <ul style="list-style-type: none"> ○ Have students bring in a tobacco advertisement that they found from magazines, the internet, or any other source. ○ The tobacco advertisement could be for cigarettes, chew, electronic cigarettes/vapes, or any other tobacco product. 	<p>Procedure:</p> <p>Warm Up:</p> <p>Student Questions</p> <ul style="list-style-type: none"> ● Was it easy to find an advertisement for tobacco? How much time did it take you to find a tobacco advertisement? ● What do you think the message of the tobacco advertisement is? ● Who do you think the tobacco advertisement is targeted at, meaning who do you think this advertisement was made for? <p>Sorting Advertisement Activity</p> <ol style="list-style-type: none"> 1. Place the students in small groups and provide the advertisements to each group 2. Students should be instructed to closely look at each advertisement. In their group students should identify and discuss: <ol style="list-style-type: none"> a. What is the main message of the advertisement? b. Who do they think the advertisement is meant for? 3. Students should sort the advertisements into the following categories: <ol style="list-style-type: none"> a. Advertisements targeted for someone a little older than me b. Advertisements targeted for someone my age c. Advertisements targeted for someone younger than me <p><i>More directions below, please continue reading</i></p>



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Materials Needed:

[Tobacco Advertisement Examples](#)

[Tobacco Advertising Analysis Worksheet](#)

Modification: If you would like to make this activity more challenging have students create and justify their own categories. Categories can range from flavors, to sports, to beauty, etc.

4. Advertisement Analysis Worksheet

- a. Have students complete the tobacco advertisement analysis worksheet. This work can be done independently, in groups, or in pairs.

5. Activity Wrap Up

- a. Choose one or two questions from the worksheet to discuss as a class.

6. Resources Used:

- a. <https://betobaccofree.hhs.gov/laws/>
- b. http://tobacco.stanford.edu/tobacco_main/mission.php

