

ALCOHOL: IT DOESN'T “AD” UP

Model

Jonathan sees a lot of billboards around town advertising alcoholic beverages. He and his peers know that alcohol advertisements use images to convey the message that using alcohol is sophisticated and cool. They also know that many people who drink damage their physical, mental/emotional, and social well-being. When they see alcohol ads, they are aware of the techniques and hidden messages that advertisers use to persuade people to use their products.

Technique

Bandwagon
Good times
Beautiful people
Testimonial
Great outdoors

Hidden Message

Everyone is using it—don't be left behind.
It will add more fun to your life.
It will help you look as good as these people.
It will make you be like this person.
It is associated with a healthy outdoor life.

*They can't fool us.
We know what's really
behind these ads.*

Practice

Practice your ability to identify the influence advertisers use to persuade teens to drink. Take a piece of paper and draw a line down the middle. Label the left-hand column *Image* and the right-hand column *Message*. Next, examine the alcohol ad on this page. Effective advertisements have two elements: An image to capture the viewer's attention and a message, sometimes hidden, that reinforces the image. As your group examines the ad, write down the kinds of images used as well as the messages that are presented or implied. Explain your responses to the rest of the class.



Analyzing Influences

Advertising techniques used to influence your decisions about alcohol include:

- Bandwagon
- Good times
- Beautiful people
- Testimonial
- Great outdoors



Self-Check

- Did our ad contain an image that influences teens?
- Did we present an alcohol-free message?
- Did we provide alternatives to alcohol?

Apply/Assess

How well can you influence others to avoid alcohol? With a group, write an ad that promotes alcohol-free alternatives. Your ad should use an image and message that would influence others to have fun in a safe, healthy way—without alcohol. Use newsprint and markers to create your ad. Display your ad and be prepared to present it to the class.