

Alcoholic Advertisements

Summary

Alcohol is a powerful depressant drug. Over time heavy drinking can lead to severe health problems. This lesson shows how advertisements for alcoholic beverages entice people to buy their product by using wealthy people, or happy people to tell lies.

Time Frame

1 class periods of 45 minutes each

Group Size

Small Groups

Life Skills

Thinking & Reasoning

Materials

clipped out magazine articles of alcoholic beverages

Background for Teachers

The students should have already discussed and taken notes on the harmful effects of alcohol.

Intended Learning Outcomes

The student will be able to know the dangers to the body from drinking alcohol and to understand how the media portrays the drinker in magazine advertisements.

Instructional Procedures

Hold up an advertisement for an alcoholic beverage from a magazine. Ask the students if they owned a business how they would get someone to buy the product? Would they always tell the truth? Next, analyze the alcoholic advertisement and ask what the audience appeal is and whether it is realistic and truthful.

After the introduction place the students into groups of 4. Next, give 1 advertisement to each group to look at. Have the group answer 5 questions:

What is the name of the brand of alcohol?

What is the type of beverage: beer, wine, or distilled spirits?

What is the appeal of the advertisement?

Is it realistic?

What could be an alternative to drinking alcohol?

Give them approximately 3-4 minutes to answer the questions and then rotate the advertisements clockwise to another group. Rotate about 4 times until every student sees all the advertisements.

Assessment Plan

After the students have seen all the advertisements, have a class discussion about advertising and how consumers are tricked into buying products. Decide as a class whether beautiful people or wealth, to quench thirst or to have friends is the appeal the alcoholic beverage companies use.

Authors

[Sharlene Wardrop](#)