

Botvin Life Skills

Lesson 4: Advertising

We have already learned about the harmful effects of smoking on the body. Tobacco companies don't like to tell you about those harmful effects in their advertisements. The advertisements try to encourage you to smoke by using some tricky techniques.

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Advertising Techniques

Bandwagon - Everyone smokes, so you should too.

Image appeal - You will be more glamorous or macho if you smoke.

Maturity - If you smoke you will appear older.

Have a great time - Smoking is fun and enjoyable.

Popularity - You will have more friends if you smoke.

Free Stuff - If you smoke our brand you can get free stuff in the mail.

Health appeal - Our brand is healthier than all the others.

Scientific evidence - Our brand is better than all the rest.

Which technique do each of these advertisements use?

Why do you think a tobacco company might use more than one tricky technique?

Advertisers try to lure people into buying their products. Does anyone know what "lure" means?

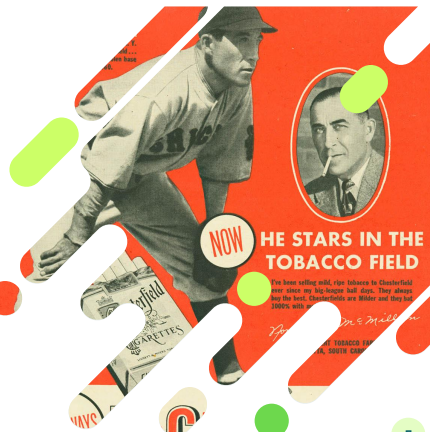
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Lure

To try and persuade, convince or entice someone to do something.

Write this definition on page 38

Tobacco companies use advertisements to try to trick people into thinking that smoking is fun and healthy. Companies try to lure people into buying their cigarettes and vapes. They have to use these tricks, because in reality, smoking is bad for you. If tobacco companies told the truth in their advertising, no one would buy cigarettes or vapes and they would go out of business.



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Analyze the Advertisement

Working with a partner, use the advertisement given you and answer the questions on page 18.



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Every company uses these types of techniques to get people to buy their products.

By practicing analyzing advertisements, you are more likely to notice how tobacco companies try to trick you into wanting to smoke.

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Journal Topic

- Turn to Worksheet 2 on page 7 and complete the journal page. Remember to try to use some of the ideas discussed today in class in your response.
- You were just named president of a famous magazine company. You are sick of seeing magazine advertisements that encourage people to smoke. You decide to use your power to change the cigarette and e-cigarette advertisements in your magazine. Describe how you would change the advertisements. What would the cigarette and e-cigarette advertisements look like once you got through with them?

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