



Educator guide: Media influence and alcohol use lesson

Recommended for grades:

7th grade

Time:

6 minutes

National Health Education Standards:

This activity aligns with the following National Health Education Standards:

- Standard 1: Use functional health information to support health and well-being of self and others.
- Standard 2: Analyze influences that affect health and well-being of self and others.

For more information about the National Health Education Standards, visit the SHAPE America website: shapeamerica.org.

Learning objectives:

After completing this lesson students will be able to:

1. Understand health risks associated with substance use.
2. Analyze the impact of external influences on health behavior.
3. Summarize the negative consequences of using alcohol, tobacco and other drugs.
4. Analyze how media advertisements influence behavior.

Lesson description:

In this lesson students will learn about media, technology and media literacy. They will be shown different ways companies try to influence people and they will learn questions they should ask when evaluating advertisements. They will also learn about alcohol and how it affects the body.



Pre and post-test question:

Use the following question with your students in any way that you see fit (on paper, using a survey tool etc.) You may choose to combine questions from various lessons and activities that your students participate in. Correct answer choices are bolded.

1. How do alcohol companies use media to impact alcohol use practices and behaviors?
 - a. They provide support to help you be a better person.
 - b. **They use advertisements to try to influence people.**
 - c. They help you achieve your goals.
 - d. They encourage you to do better in school.

Vocabulary:

Use the following list of vocabulary as a reference for yourself or your students as you complete the Media influence and alcohol use lesson. You may choose to use this list in any way that fits your needs.

- Alcoholism – when someone frequently drinks too much beer, wine or liquor, and they can't stop because their body craves it
- Analyzing influences – a skill that involves identifying things inside and outside of yourself that impact behavior
- Depressant – a type of drug that slows things down like brain function, pulse and breathing and can lower blood pressure
- External influences – things outside of yourself that affect your feelings, actions, behaviors and beliefs
- Influence – anything that has an effect on feelings, actions, behaviors and beliefs
- Media – mass communication that includes advertisements and commercials
- Media literacy – a skill that helps you recognize and evaluate the impact of messaging from media
- Technology – the equipment used that helps media reach people

Supplemental activity: The influence of media activity

Objectives:

After completing this activity, students will be able to:

- Analyze how media advertisements influence behavior.

Materials needed:

- Influence of media worksheet (included on next page)
- Materials vary based on type of advertisement, but could include magazine advertisements, a video link or a screenshot of an advertisement found online

Time required:

20 minutes

Instructions:

Ask students to find an example of an advertisement for a product or service related to health behavior and have them answer the questions on the Influence of Media worksheet. This activity can be done individually, or in small groups.

Take a few minutes to remind your students that:

- Advertising companies try to appeal to people's wants or needs.
- Companies are usually trying to sell a product or service.
- When evaluating advertisements, it's important that they think critically about what they're seeing, and the questions outlined in this worksheet will help them.

After the worksheets are completed, have your students share what they have found as a class, with a partner or with another small group. Encourage them to engage in a discussion about why they think it's important to be able to analyze advertisements that they see.

The influence of media worksheet

Name: _____ **Date:** _____

Instructions: Complete this worksheet after completing the Media influence and alcohol use lesson. Find an example of an advertisement for a product or service that impacts health behavior. Then, answer the following questions about the advertisement.

1. Write a short description of the advertisement you found:

2. What is the product or service being promoted?

3. How could this product or service impact health behavior?



4. What types of media and technology are being used to influence behavior?

5. Who do you think the target audience of this advertisement is?

6. What does the advertiser want you to believe?

7. How is the advertisement trying to appeal to the target audience?



Handouts

Included on the following pages are additional resources that you and your students' families may find useful.



Resources and services: Alcohol and other drug-use prevention

- American Lung Association Lung Help Line, 1-800-LUNG-USA (800-586-4872)
- Children's Wisconsin, www.childrenswi.org
- KidsHealth, www.kidshealth.org
- LifeStance Health, www.lifestance.com
- National Institute on Drug Abuse (NIDA), www.drugabuse.gov
- Partnership to End Addiction, www.drugfree.org
- Rogers Behavioral Health, www.rogersbh.org
- The Tobacco Control Resource Center for Wisconsin, www.tobwis.org
- United States Government-Drug Enforcement Administration (DEA), www.getsmartaboutdrugs.gov
- Wisconsin Tobacco Quitline, 1-800-QUIT-NOW

Transcript

Slide 1

Kade: After completing this lesson, you will be able to analyze how media advertisements influence behavior.

In this lesson, you will review media influences, and learn about alcohol. You will be asked to match scenarios to different types of media influences to demonstrate what you've learned.

Slide 2

Taylor: Media and technology are complex influences that people use in different ways. Click on each of these buttons to learn more.

Media is mass communication that includes things like advertisements and commercials.

Technology is the equipment used that helps media reach people.

Media literacy is a skill that helps you recognize and evaluate media's influence.

When you are able to practice media literacy, you can think critically about what influences you, and focus on having positive influences in your life.

Slide 3

Kade: Advertisements, or ads, are made to influence people and appeal to wants or needs.

Because people generally want to be happy, popular, and attractive, companies create ads with people showing these traits to promote their products. Advertisers also carefully place ads in different types of media where their target audience will see them. So for teens, a lot of advertising is done through social media, or through celebrity or influencer paid ads.

Sometimes, advertisements show an unrealistic picture to influence you to buy a product. Here are some things you should think about when it comes to ads. What's being advertised? Who's the audience for this ad? Is the information in this ad accurate? What does the advertiser want me to believe? Is this product or service safe or healthy?



Slide 4

Taylor: There are a lot of different types of advertisements. Now, you'll learn about each type, then later you'll get the chance to practice identifying them.

Brand loyalty appeal suggests that one brand is better than the rest.

False image appeal tries to convince people that if they buy a product or service, they will have a certain image.

Bandwagon appeal tries to get people to 'jump on the bandwagon' by convincing them that everyone is buying a product.

Humor appeal tries to use ads that make an impact by sticking in people's minds using funny things like catchy slogans or memes.

Emotional appeal uses feelings to convince people a product or service will take care of their needs.

Scientific evidence uses data to convince people that a product or service is the best option.

Progress appeal is based on people's want for the newest and greatest version of a product or service.

Reward appeal often offers a prize or tries to convince people that they can get something for a good deal or even for free.

Sex appeal attempts to convince people that buying a product or service will make them attractive or appealing.

Testimonial appeal often uses a celebrity or influencer to promote a product or service.

Slide 5

Kade: Sometimes, advertisers don't show you the full truth about their products. One example is alcohol. Companies will rarely show the negative impacts of alcohol in their ads.

Alcohol is a depressant, which means that it slows down the body's nervous system. Drinking alcohol can lead to intoxication, commonly known as being drunk. Signs of intoxication can include lack of coordination, staggering, slurred speech, confusion, and sometimes anger or changes in emotion. Reaction times are slowed when intoxicated, and a lot of the time people who are intoxicated don't think that they are.

It's common for teens to feel curious about trying alcohol. Some reasons that teens try alcohol can include: to fit in, to feel older, or to try and relieve stress. While the decision to drink alcohol or not is a personal one, it's important to be informed when making that choice.

Just keep in mind that the legal drinking age in the U.S. is 21, so underage drinking is against the law.

Slide 6

Taylor: Now, you're going to match an ad image to the type of ad being used. You'll be shown an alcohol ad from social media, then click on the type of advertising that you think is being used.

Is this ad progress appeal, humor, or testimonial?

Correct answer (testimonial ad): That's right, this is a testimonial ad.

Incorrect answer: Actually, this is a testimonial ad.

Is this ad bandwagon appeal, sex appeal, or reward appeal?

Correct answer (bandwagon appeal): That's correct, this is a bandwagon appeal ad.

Incorrect answer: This ad is a bandwagon appeal ad.

Is this ad false image appeal, scientific evidence, or brand loyalty appeal?

Correct answer (scientific ad): That's right, this is a scientific evidence ad.

Incorrect answer: Well, this ad is a scientific evidence ad.

Is this ad reward appeal, emotional appeal, or progress appeal?

Correct answer (reward appeal): That's correct, this is a reward appeal ad.

Incorrect answer: Sorry, this ad is a reward appeal ad.

Nice work identifying different types of advertisements!

Slide 7

Kade: Great job, you've completed this lesson!



Acknowledgements

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