

# 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?