

CHAPTER 7:

HEALTH ROCKS![®] CHECK UP!

Directions:

Use these questions to share what you have learned.

1. A commercial comes on which shows lots of good looking young men and women partying on the beach. They are laughing, dancing, and drinking beer. Which of the following advertising techniques is this advertisement using?
 - a. Sentimental
 - b. Entertainment
 - c. Numerical/Scientific Claims
2. Besides direct advertising, where might you directly or indirectly receive messages about tobacco, alcohol, and other drugs?
3. What questions can you ask to critically analyze and evaluate advertisements to help you understand how they are influencing you?
4. The ad in your favorite magazine says: four out of five doctors say this product will completely cure your cold and it will never return. Which advertising technique is this ad using?
 - a. Numerical/Scientific Claims
 - b. Endorsements
 - c. Bandwagon
5. Youth today are constantly bombarded with media messages that are both bad and good. True / False?
6. What would you like to share about what you have learned?
7. How might you use what you have learned?