

Activity 3

A Need to Deceive

How do you think advertising influences your actions and opinions about smoking? Review the following or other tobacco product advertisements.



Pay attention to the images and slogans. Then, answer these questions about each ad:

- Who is the ad targeting? How can you tell?
- What is the ad saying? What helps communicate its message or messages?
- In your opinion, is this an effective advertisement? Why or why not?

Camel Snus

Slogan: **Take Pride in Your Flavor**
trinketsandtrash.org/viewImage.php?file_name=213662.jpg

Kool

trinketsandtrash.org/viewImage.php?file_name=211814.jpg

Swisher Sweets

Slogan: **Catch the Madness**
trinketsandtrash.org/viewImage.php?file_name=901173.jpg

Blu

Slogan: **Take Back Your Freedom**
trinketsandtrash.org/images_detail/214051.gif

Slogan: **Smoke in Style**

trinketsandtrash.org/images_detail/213544.jpg

Slogan: **#400 Puffs...And You'll Love It From The First One.**

trinketsandtrash.org/images_detail/215164.jpg

Skopal

Slogan: **Best Enjoyed in the Middle of the Action**
trinketsandtrash.org/viewImage.php?file_name=217039.jpg

Newport

Slogan: **Newport Pleasure**
trinketsandtrash.org/viewImage.php?file_name=216925.jpg

For more ads (past and present) visit:
trinketsandtrash.org
tobacco.stanford.edu

Now, work in a small group to create a poster that tells the truth about ads for tobacco products.

To gather facts, visit:

- therealcost.gov
- thetruth.com
- e-cigarettes.surgeongeneral.gov

Creatively customize your poster to target a teen audience. Carefully consider what sorts of images, fonts, and wording would be appealing and convincing to you. Then collaborate with your group to create a powerful poster.

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