

MANITOBA ADDICTIONS AWARENESS

TOPIC:	Alcohol
AUDIENCE:	All ages
OUTCOME:	Raising alcohol awareness through media literacy

Alcohol Awareness – Media Literacy

Activity 1

Raise peoples awareness of “subliminal” media promises by having them identify ads they really like. Brainstorm with them why these ads are appealing and what are the underlying messages these ads are sending.

Instructions

1. Have the people in the group gather 5 to 10 ads for various products from magazines. (They should try to find ones where the product has little obvious relationship to the hidden promises, share some examples.)
2. For each ad, have them cover all the print text and glue the ad into a notebook.
3. Using their notebooks they must then survey 10 people, asking them if they can identify the product being sold and what they think the ad is promising.
4. The survey results can then be presented, discussed, charted and published.

Activity 2 (Grades 4 – 6)

Have students/groups create and present message montages out of the ads they have collected.

Instructions

1. As part of their presentation have students/groups:
 - a. Describe to, or question their audience about the “promises” implied in the ads, e.g. beauty, health, wealth, fun, popularity, etc.)
 - b. Explain or discuss if and how the purchase or use of the product might create the “promised” benefits.
 - c. Rate each promise described on a scale of 1 to 10, the lowest being fancy to the highest being fact.
2. Have students/groups create their own product ads in keeping with what they feel are the more likely “factual outcomes” of purchase and use.

Or

3. Invite students/groups to demonstrate their ads by presenting them at a school assembly or to other classes, or displaying them in the school, local community club, library or mall.

Activity 3 (Grades 7 – 9)

1. Start with steps 1 and 2 from Activity 2.
2. Have participants work in groups to design an effective counter-advertising campaign that would allow them to share their knowledge of the negative aspects of alcohol use/abuse.
3. Their “TRUTH IN ADVERTISING” campaign could be presented via satirical skits, posters, videotaped ads, school home page ads and shared school and/or community-wide venues.

Activity 4 (Grades 9 – 12)

Television shows, advertising, movies, songs and magazines all convey attitudes and behaviours with respect to drinking, smoking and drugs.

1. Discuss this with your students/groups, encouraging them to talk about how they see different role models that are in the media.
2. In the week following your first discussion, ask the students/group to pay special attention to and record journal entries describing how drinking, smoking and drugs are portrayed in television shows, movies, ads or songs.
3. The following week, draw up a list of the shows, songs and movies noted by the students and discuss them. You may decide to listen to a song together and discuss the lyrics.

Discussion Themes:

- What is your opinion on the behaviours portrayed in the media?
- Do these behaviours reflect real life? Your experience?
- Do you think these examples can influence your behaviour?

Activities adapted from I'M PROUD TO BE STRONG: Activity and information guide for educators and youth workers published by Government of Quebec.