

# MANITOBA ADDICTIONS AWARENESS

<b>TOPIC:</b>	Alcohol
<b>AUDIENCE:</b>	All ages
<b>OUTCOME:</b>	Raising alcohol awareness through media literacy

## Alcohol Awareness – Media Literacy

### Introductory Activity

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.