

# THE CRITICS' CHOICE

## Activity One

What's your take?

1. List the purpose, target audience and key messages for the following advertisements.

Advertisement title	Purpose	Target audience	Key messages
Quit Stalling			
I Will Survive			
Every Quitter			
Don't Make Smokes Your Story			
I wish I was an actor			
Terrie's Tip			
Every Cigarette Rots You From The Inside Out			
Gratitude			

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2. Discuss the attitude to smoking that is portrayed in the advertisements.

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3. Describe the techniques that the advertisers used to influence the audience?

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4. Discuss which advertisement affected you the most and explain how you responded to it.

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5. Which advertisement do you think would have the most powerful impact on audiences? Explain why.

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6. Which advertisement do you think would have the least impact on audiences? Explain why.

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7. Explain which advertisement would have the most influence on teenagers.

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8. Which advertisements might be unsuccessful in reaching teenagers? Why?

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9. Using the table below compare and contrast the attitudes towards smoking in the advertisements to:

- a) your family members' attitudes
- b) your school's attitude
- c) your friends' attitudes
- d) your attitude

	Compare (similarities)	Contrast (differences)
The attitudes in the advertisements vs. that of your family members		
The attitudes in the advertisements vs. that of your school policy/ teachers		
The attitudes in the advertisements vs. that of your friends		
The attitudes in the advertisements vs. your own attitude		

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**10.** How effective do you think these advertisements would be in:

- a) preventing people from starting to smoke?
- b) persuading smokers to quit smoking?
- c) encouraging friends and family members of smokers to persuade their loved ones to seek programs to quit smoking?

Explain your answers.

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**11.** Evaluate whether hard-hitting advertisements **or** graphic cigarette packaging would be more effective at reducing the number of children who take up smoking?

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