

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
Real Stories – Gary Hill			
My daughter helped me quit smoking			
The Real Cost – Delivery			
Worth More			
Tips from former smokers			
Unseen dangers of smoking			
Quit Your Way			
Funny Guys			
The Smoker's Story			
You Quit, You Win			
Smokes lead to strokes			

THE CRITICS' CHOICE

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

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

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

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

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

THE CRITICS' CHOICE

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

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

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		

THE CRITICS' CHOICE

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.

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