

# THE CRITICS' CHOICE

## ACTIVITY 1

### WHAT'S YOUR TAKE?

#### Question 1

Watch the selection of anti-smoking and anti-ecigarette advertisements from the Critics' Choice showreel. List the purpose, target audience and key messages for the advertisements you watch.

Advertisement Title	Purpose	Target Audience	Key Messages

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### WHAT'S YOUR TAKE?

#### Question 1 (continued)

Watch the selection of anti-smoking and anti-ecigarette advertisements from the Critics' Choice showreel. List the purpose, target audience and key messages for the advertisements you watch.

Advertisement Title	Purpose	Target Audience	Key Messages

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### Question 2

What do the advertisers think and feel about smoking and e-cigarette use?

### Question 3

What tactics are they using to get across their point of view? *e.g humour, fear, etc*

### Question 4

Which ad affected you the most? What did it make you think and feel?

### Question 5

Which ad do you think would have the most powerful impact on adult audiences? What about on teenage audiences? Explain why.

### Question 6

Which ad do you think would have the least impact on adult audiences? What about on teenage audiences? Explain why.

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### Question 7

Are the attitudes towards smoking and e-cigarette use in the ads similar or different to your attitude, your family's, friends' and school's? If so, how? Use the table below.

	Similarities	Differences
The attitudes in the ads vs. that of your parents		
The attitudes in the ads vs. that of your brothers and sisters		
The attitudes in the ads vs. that of your teachers		
The attitudes in the ads vs. that of your friends		
The attitudes in the ads vs. your own attitude		

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### Question 8

How well do you think these ads would work to:

- a) prevent people from starting to smoke or use e-cigarettes?
- b) persuade people who smoke or use e-cigarettes to quit?
- c) encourage friends and family members of smokers or e-cigarette users to talk to them about getting help to stop?

Explain your answers.