

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
Social Farter			
16 Cancers			
The Third Wheel			
Anti-Smoking Ad for Teenagers			
How You're Seen			
I am 1			

THE CRITICS' CHOICE

2. What do the advertisers think and feel about smoking?

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

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

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

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

THE CRITICS' CHOICE

7. Which ad would have the biggest effect on teenagers?

8. Which ads are likely to be ignored or forgotten by teenagers? Why?

9. Are the attitudes towards smoking in the ads different to your attitude, your family's, friends' and school's? If so, how? Use the table below.

	Compare (similarities)	Contrast (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 school/teachers		
The attitudes in the ads vs. that of your friends		
The attitudes in the ads vs. your own attitude		

THE CRITICS' CHOICE

10. How well do you think these ads would work to:

- a) prevent people from starting to smoke?
- b) persuade people who smoke to quit?
- c) encourage friends and family members of smokers to talk to them about getting help to quit smoking?

Explain your answers.

11. Do you think **hard-hitting ads** or **graphic pictures** on cigarette packs would be better at reducing the number of children who take up smoking? What are the pros and cons of each of these two strategies?
