UNDERAGE DRINKING

Oklahoma's 800 Million Dollar Jam

Lesson 3:
ALCOHOL AND THE MEDIA

Have you ever noticed that alcohol advertisements often try and make drinking look glamorous or fun? The truth is that alcohol advertisements can be very misleading. In fact, you may have noticed that these ads rarely show the negative things that can happen as a result of drinking, like having problems in school or doing things you later regret.

WHAT YOU WILL NEED

- **Paper**
- **Pencils/markers**

OVERVIEW

1. **Examine the media.** Think about the alcohol advertisements you've seen recently on television, in magazines, or even in song lyrics. Try and answer the following questions about a few of the advertisements you remember:
    1. **Who do you think the ads are targeting?**
    2. **What thoughts or feelings are the ads trying to get people to experience?** (e.g. attractive, powerful, or confident)
    3. **What are the ads failing to tell us about alcohol?**
2. **Start a discussion.** Share your responses with your friends or family. Do they agree with your answers? What kinds of false expectations about drinking do you agree these ads are trying to convey in order to influence people to drink?
3. **Create your own advertisement.** How would you use advertising techniques to reduce the positive expectations that some people have about drinking alcohol? Work with your friends or family to create an advertisement that would help debunk the myths that only good things happen to people when they drink. What would your message be?

Alcohol Edu
FOR HIGH SCHOOL

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These lessons are Supplemental to the 2 hour online education platform: AlcoholEdu for High School which is available at no cost to every high school in the state.

To bring AlcoholEdu to your school visit
http://everfi.me/AlcoholEduOklahoma

Check out Lesson 4 on Wednesday, May 2. This is lesson is part of the Underage Drinking – Oklahoma's 800 Million Dollar Jam program provided by the Newspapers in Education (NIE) program. To learn more about NIE's free classroom resources, visit nie.newsok.com or contact bhuntsman@opubco.com.