

# Advertising Drugs: Ideas For Teachers

Ideas for Teachers-

-create your own chart...listing drug names on the left column but mixing up their slogans in the right.

Have students match the slogan with the advertised drug.

-have students conduct research into how much these drugs cost; how much insurance might cover; what alternatives (generics) might be on the market and their costs

Questions for students to consider:

Ask students if they remember having seen any prescription drug ads on TV

-what is the purpose of these ads?

-who is the 'target audience'? how can you tell?

-does the ad tell you everything you need to know? if no, why not?

-can students recall what condition the ad is aimed at?

-why would a particular drug maker choose a specific magazine or TV network for advertising?

-what is the purpose of a drug having its own website?

-after locating print ads, ask students to consider the images of the people portrayed in these ads:

what attributes do they display?

-if students were to produce their own prescription drug ad, what key words, phrases or images would be seen or heard?

Student [handout](#): analyzing prescription drug ads, from the PBS Frontline web site