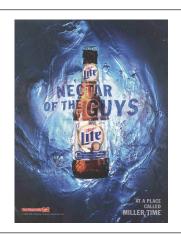
Alcohol: Deconstructing Alcohol Ads



Analyzing Alcohol
Advertisements &
 Marketing
A resource for
 educators
 ©2004,
Frank Baker,
media educator



Deconstructing Alcohol Ads

Want to help your students better understand how to read advertisements? There are a number of excellent resources in this document I created for the SC State Department of Education (see category ADVERTISING)

7 Myths Alcohol Advertisers Want You to Believe

<u>Techniques of Persuasion</u>

Other Ouestions To Ask About Alcohol Ads

<u>Deconstructing An Alcohol Ad</u> (pdf, 4 pages)

A Primer on Analyzing Television Commercials (Alcohol Ads)

<u>Alcohol Propaganda: Analyzing & Countering Alcohol Industry</u>
<u>Ads</u> (pdf, 8 pages)