

Alcohol: Deconstructing Alcohol Ads



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](#)

[Techniques of Persuasion](#)

Other Questions To Ask About Alcohol Ads

[Deconstructing An Alcohol Ad](#) (pdf, 4 pages)

[A Primer on Analyzing Television Commercials](#) (Alcohol Ads)

[Alcohol Propaganda: Analyzing & Countering Alcohol Industry Ads](#) (pdf, 8 pages)