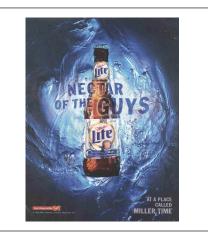
## **Alcohol: Lesson Plans**



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



Alcohol Advertising/Marketing Lesson Plans

<u>"Ad" It Up</u> (pg 174)

Alcohol & Advertising

Anatomy of an Ad

: An Analysis of Advertising Techniques

Deadly Persuasion: The advertising of alcohol & tobacco
(teacher guide to videotape)

In The Mix: Alcohol- What You Should Know (videotape)

Kids, Alcohol and Advertising

Media Sharp-Analyzing Alcohol & Tobacco Messages (curriculum kit)

Reach out now: What do you know about the media? (6th grade)

Spin the Bottle: Sex, Lies and Alcohol (teacher guide to videotape)

Under the Influence? Educator's Kit on Alcohol Advertising