

Media Literacy



Did you know....



by the time the average American graduates from High School they will have spent more time in front of a television than in classroom instruction.



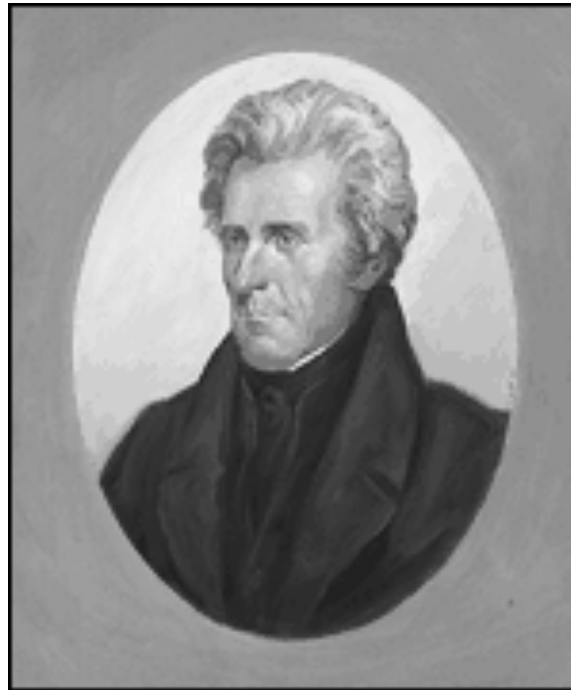
What is Media?



- Newspaper
- TV
- Billboards
- Magazines
- Internet
- Radio







What role does the media play?

- To educate
- To sell
- To entertain





Media Literacy Topic Areas:

VIOLENCE

Body image Advertising

Tobacco and Alcohol

Attitudes and Values

VIOLENCE IN THE MEDIA



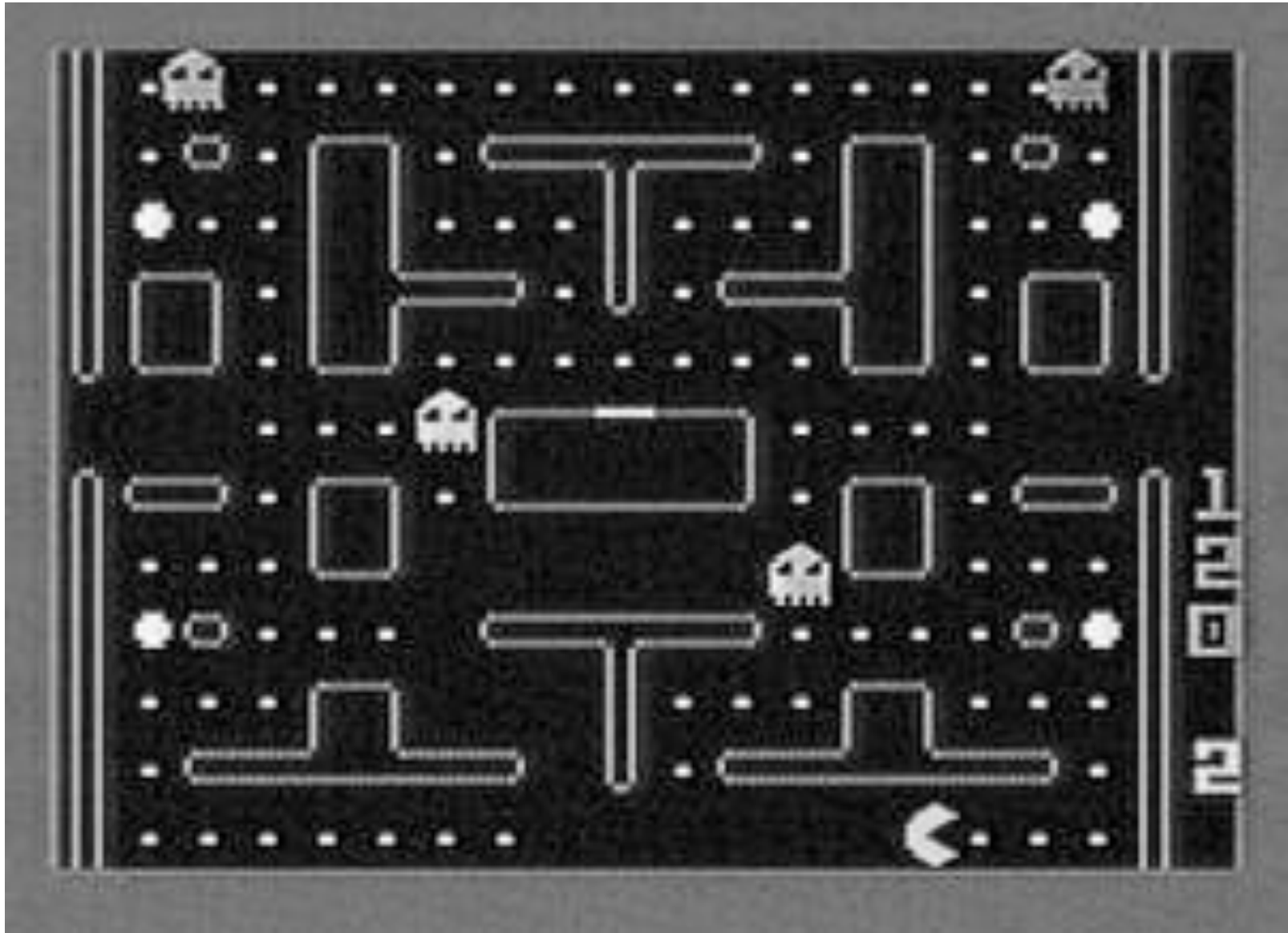




















EFFECTS OF MEDIA VIOLENCE

- Increased aggressiveness and antisocial behavior.
- Increased fear of becoming a victim.
- Increased desensitization to violence and victims of violence.
- Increased appetite for more violence in entertainment and real life.
- The belief that fighting is a means to “handling” conflict.



Body image

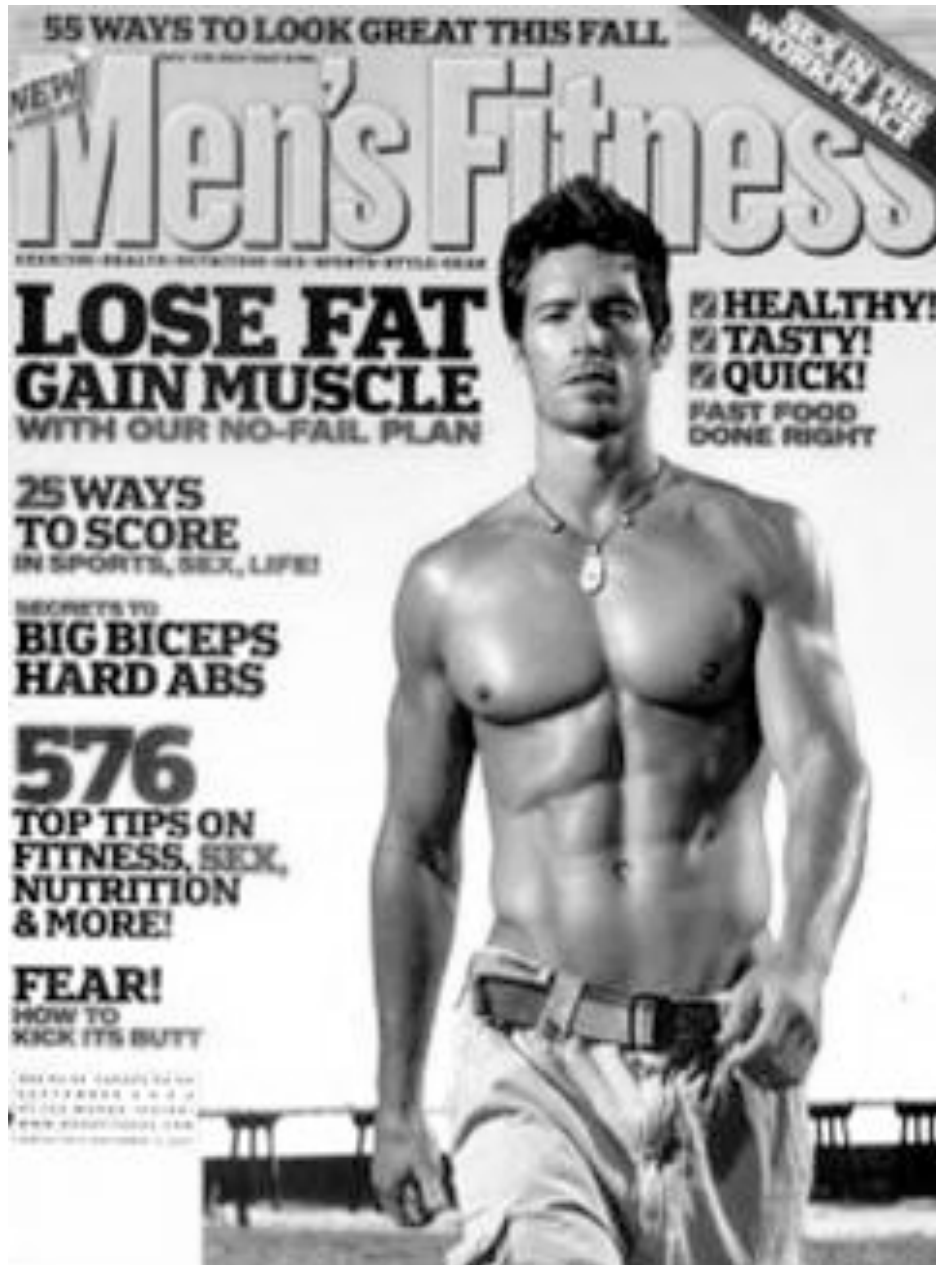
Remember our first toys?

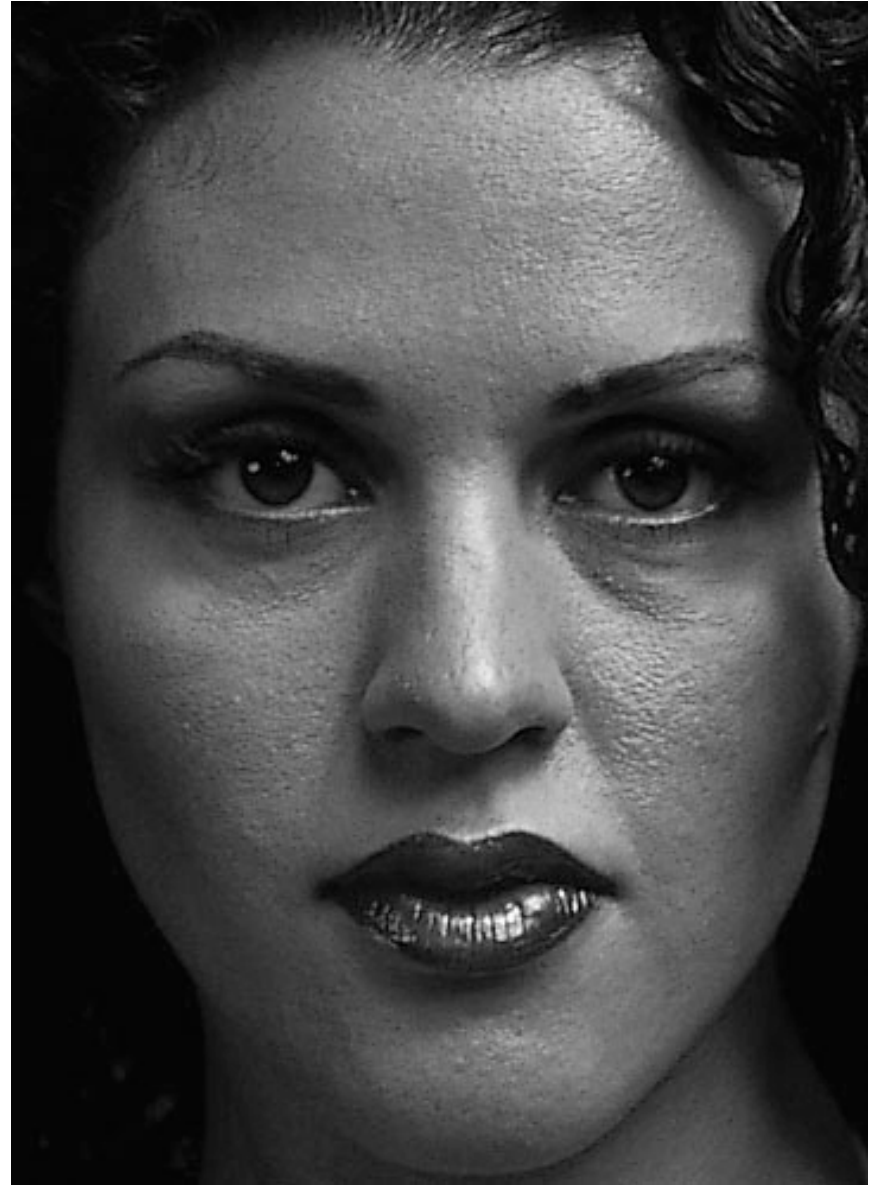




Media is one of the major contributing factors to body image.







Fake or Foto?

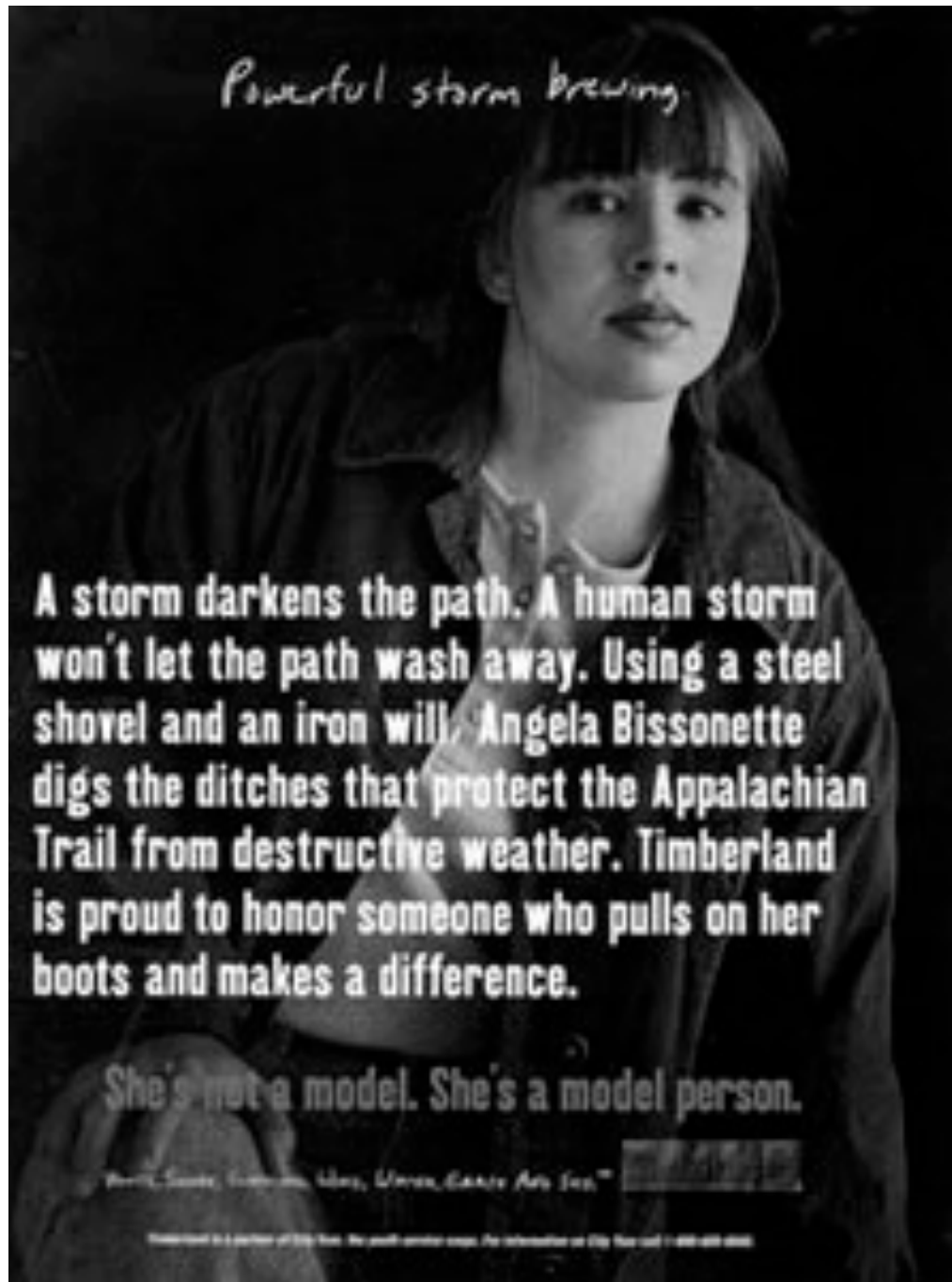


Fake or Foto?



Fake or Foto?





What can you do?

- Weight doesn't define who you are or what you are as a person.
- Don't get hung up on numbers, weight doesn't tell you much: Muscle weighs more than fat.
- Weight isn't the best indicator of health or fitness, your eating habits, exercise patterns and other choices are more important.

more tips

- Stop negative thoughts about yourself.
- Compliment yourself.
- Do not let the media influence your body image.
- Remember that photographs are air brushed to reach the thin ideal body.

Advertising



How marketing targets youth

- **Commercials**
- **Incentives** (toys, games)
- **Athletes/Celebrities**
- **Product placement**

Commercials



Incentives and Toys



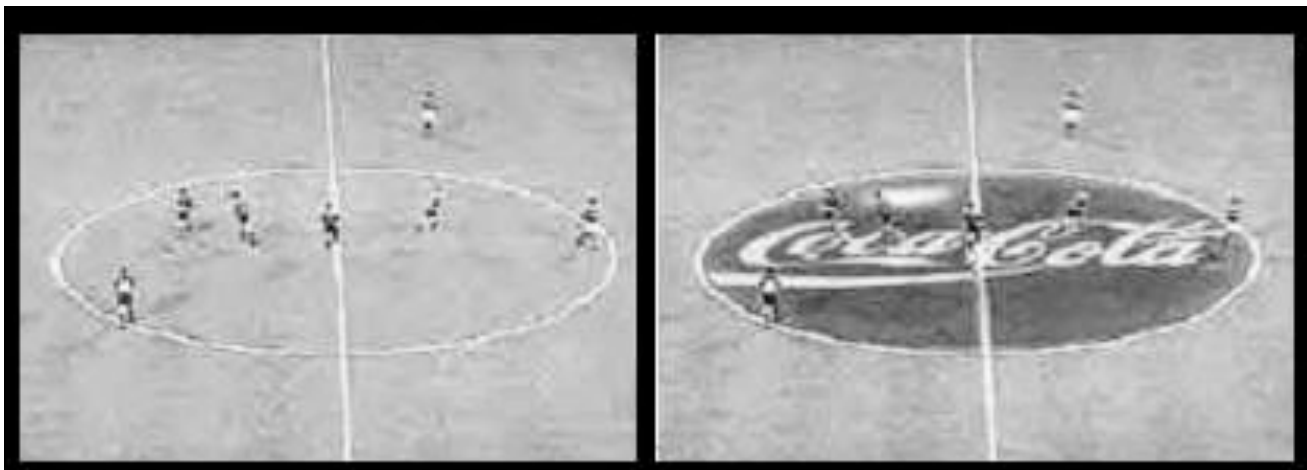
Celebrities



Athletes



Product Placement



Tobacco and Alcohol in the media



Did you know that each year
alcohol and tobacco
companies spend billions of
dollars trying to get your
attention ?

It works!!

91% of 6-year-olds know who Joe Camel is, the same as Mickey Mouse.



WARNING
THIS PRODUCT
MAY CAUSE
MOUTH CANCER

U.S. SMOKELESS TOBACCO CO.
NOT
FOR SALE TO
MINORS

The Legend Continues.
Introducing the rich, smooth taste of
New Bourbon-Flavored Copenhagen® Black.

Fresh Cope. It satisfies.

MADE
Copenhagen
BLACK

COPENHAGEN®
BOURBON BLACK FLAVORED

U.S. Smokeless
TOBACCO CO.

©Trademark of U.S. Smokeless Tobacco Co. or an affiliate. ©2001 U.S. Smokeless Tobacco Co.

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

16 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.
© Philip Morris Inc. 1999

Come to
where the
flavor is.

Marlboro

SECRET
No. 206 By _____

March 12, 1986

Gonsley
EXHIBIT NO. 33
M. SANTA 5/20/87

TO: Mr. D. N. Iauco

Re: CAMEL New Advertising Campaign Development

This forwards the Brand Group's recommendations covering key aspects of CAMEL's new advertising campaign development project including: 1) target audience definition, 2) advertising objective, 3) strategic approach, 4) general creative guidelines, 5) copy strategies and rationale and 6) next steps/timing.

1. TARGET AUDIENCE

It is recommended that creative efforts reflect a primary focus on developing advertising which is highly relevant, appealing and motivational to 18-24 male smokers. This recommendation based on consideration of the marketplace dynamics which are perpetuating Marlboro's growth (i.e., brand loyalty and peer influence), and which strongly suggest that repositioning CAMEL as the relevant brand choice for younger adult smokers will be critical to generating sustained volume growth. However, recognizing the volume potential associated with advertising which is broad based in appeal, the creative exploratory will emphasize approaches which employ universal cues and symbols having motivational value outside of the prime prospect group as well.

2. ADVERTISING OBJECTIVE

Overall, CAMEL advertising will be directed toward using peer acceptance/influence to provide the motivation for target smokers to select CAMEL. Specifically, advertising will be developed with the objective of convincing target smokers that by selecting CAMEL as their usual brand they will project an image that will enhance their acceptance among their peers.

3. STRATEGIC APPROACH

The underlying strategic approach guiding advertising development will be to leverage positive and distinctive aspects of CAMEL's product/user heritage including: 1) delivery of full/authentic smoking satisfaction, 2) masculinity and 3) non-conformist, self-confident user perceptions. Creative will present these brand assets in a relevant, appealing manner to address major image wants of target smokers.

THIS DOCUMENT IS SUBJECT TO SUPPLEMENTARY AND COURT ORDER DATED APRIL 21, 1991 AND SHALL NOT BE USED, SHOWN OR DISTRIBUTED EXCEPT AS PROVIDED IN THE COURT'S ORDER.

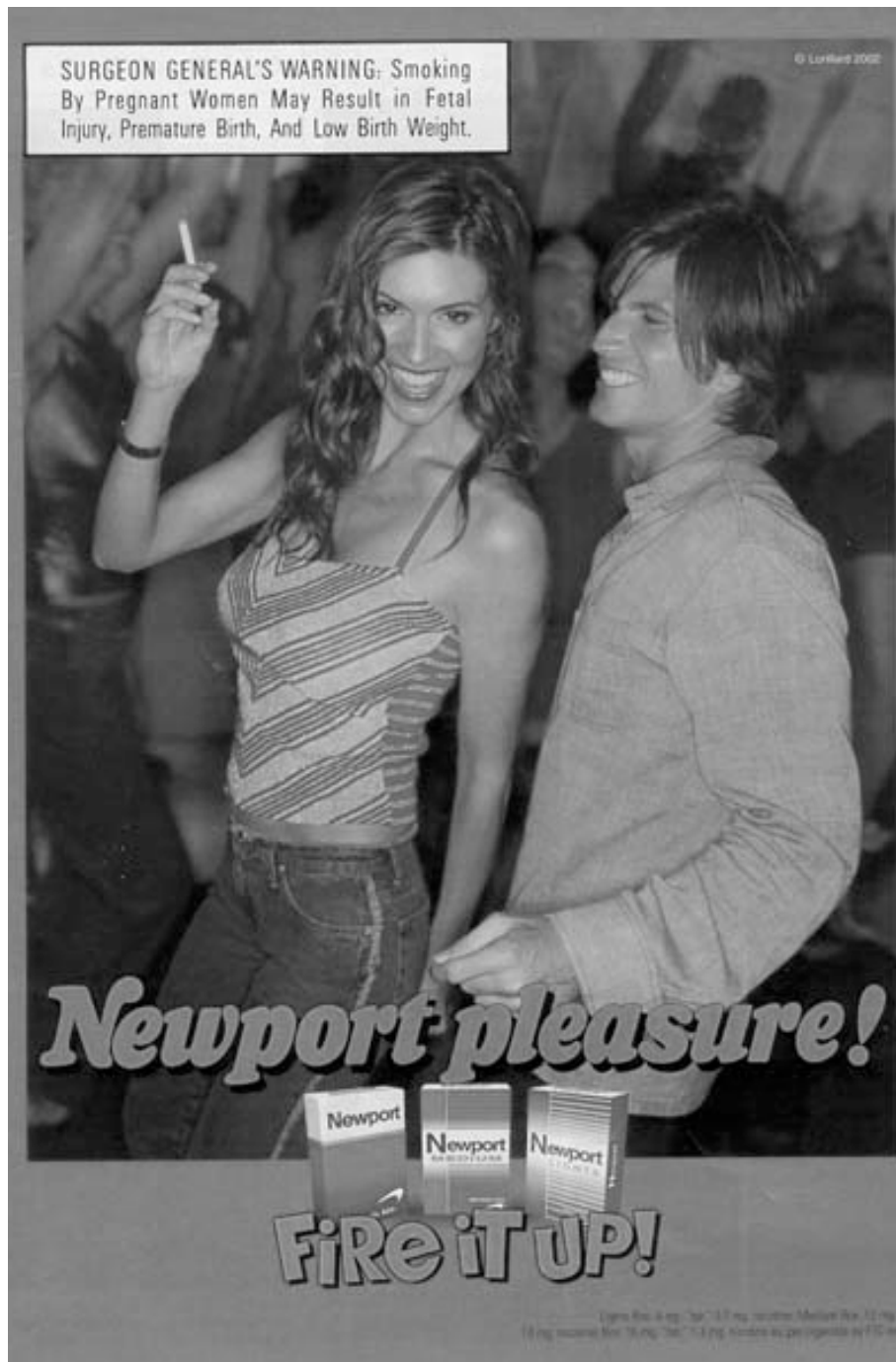
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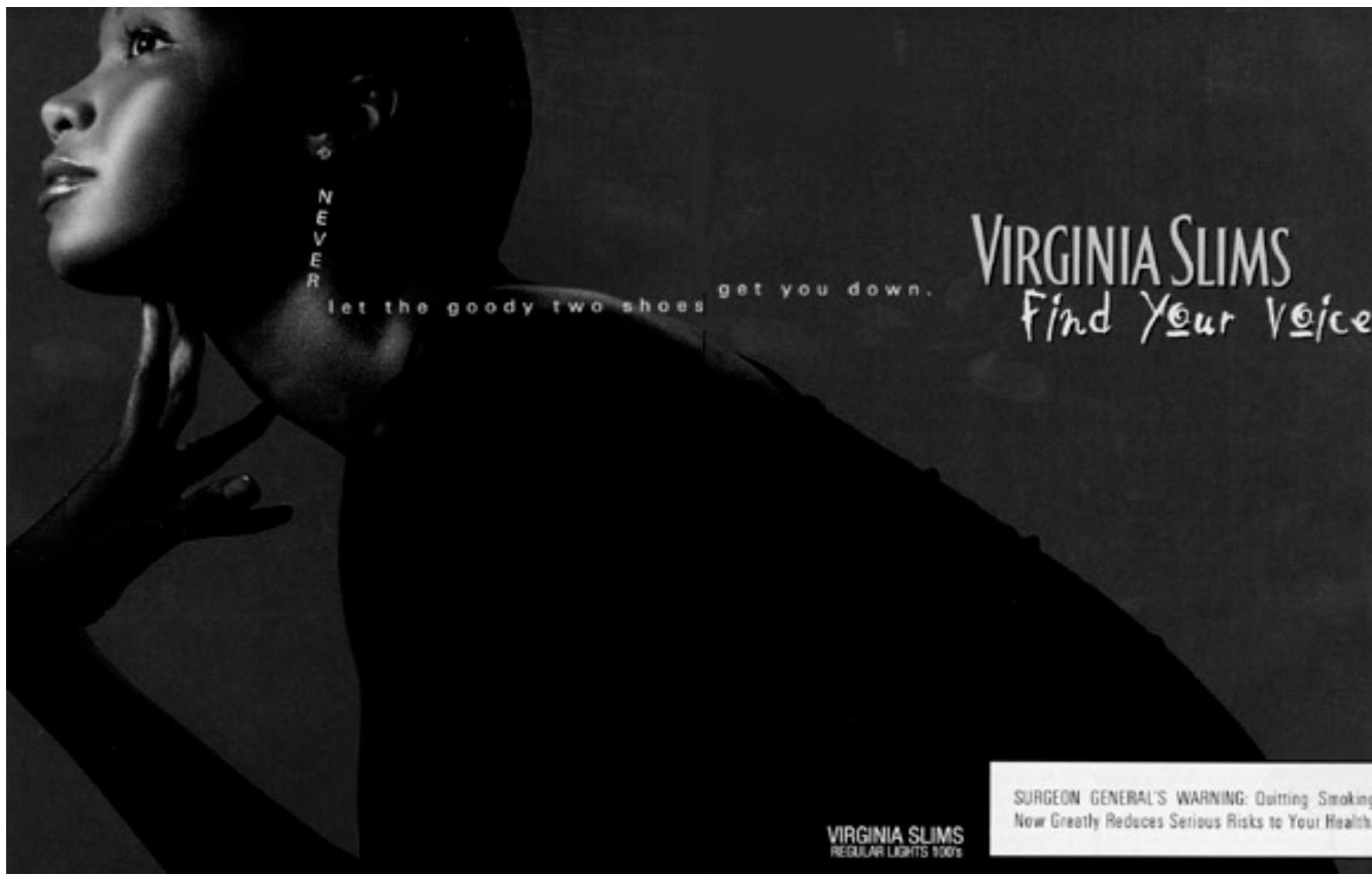
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5 DOCUMENT IS SUBJECT



- “Today’s teenager is tomorrow’s potential regular customer, and the overwhelming majority of smokers begin to smoke while still in their teens. The smoking patterns of teenagers are particularly important to Phillip Morris”
- “Evidence is now available to indicate that the 14-18 year old group is an increasing segment of the smoking population. RJ Reynolds must soon establish a successful new brand in this market if our position in the industry is to be maintained in the long term.”







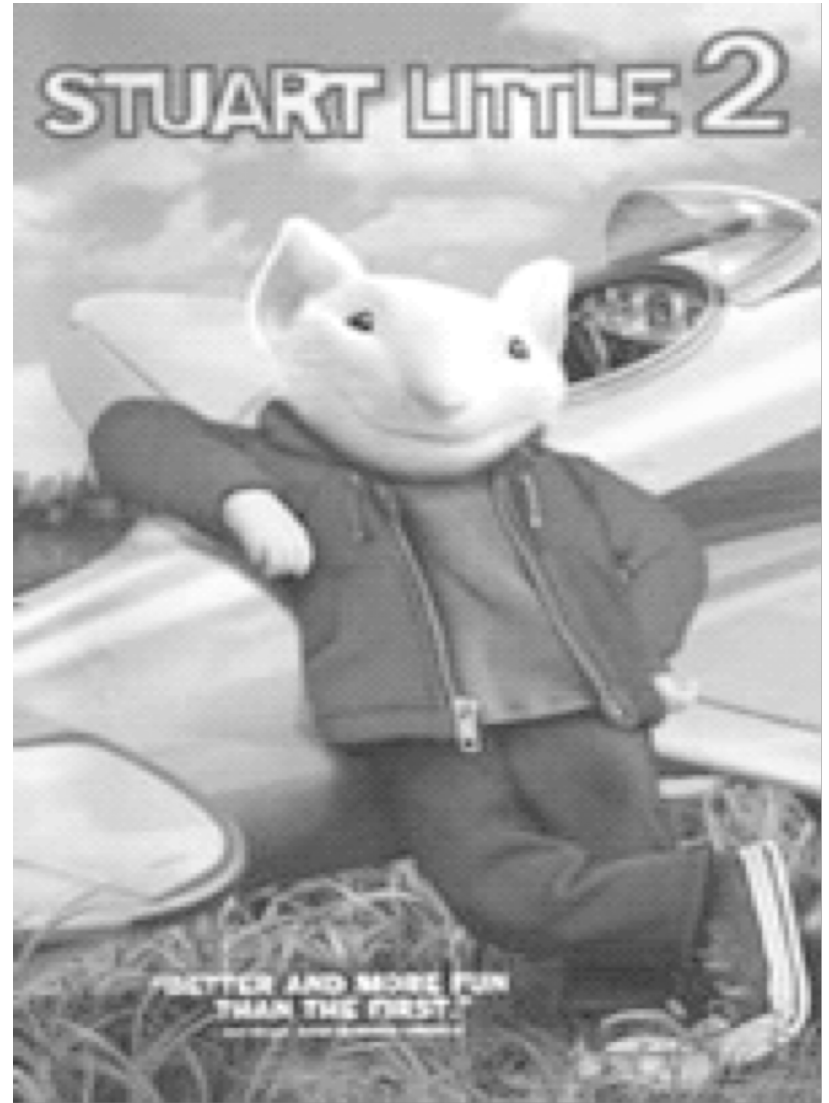
Are you influenced?

- A review of cigarette advertising and youth smoking rates indicated that sudden rises in teen smoking coincided with large-scale cigarette advertising campaigns
- 44% of 12-13 year-old girls believe that cigarette ads suggest that smoking helps people stay thin
- 30% of teens aged 12-17 own at least one tobacco promotional item

Alcohol

Underage drinking is linked with an increased risk of:

- **Physical and sexual assault**
- **Vandalism**
- **Teen pregnancy**
- **Poor academic performance**
- **Depression**
- **Among other serious consequences**





The media says...

CACC Standard 4K

It's ok to drink underage



The media says...

CACC Standard 4K

It's ok to drink excessively

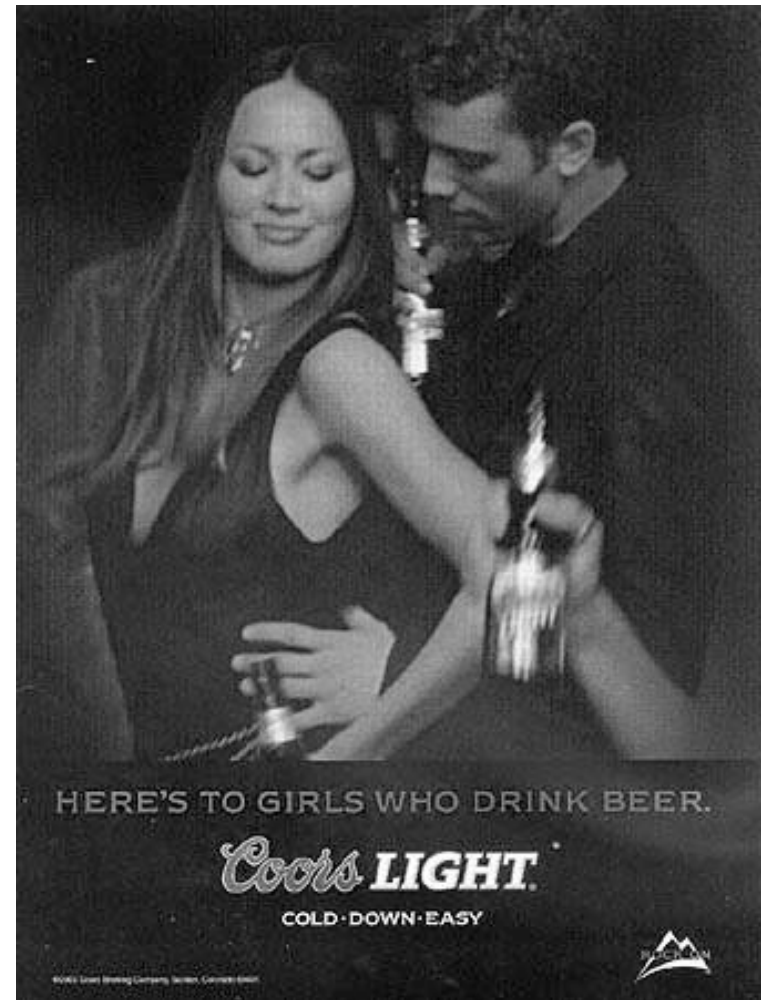
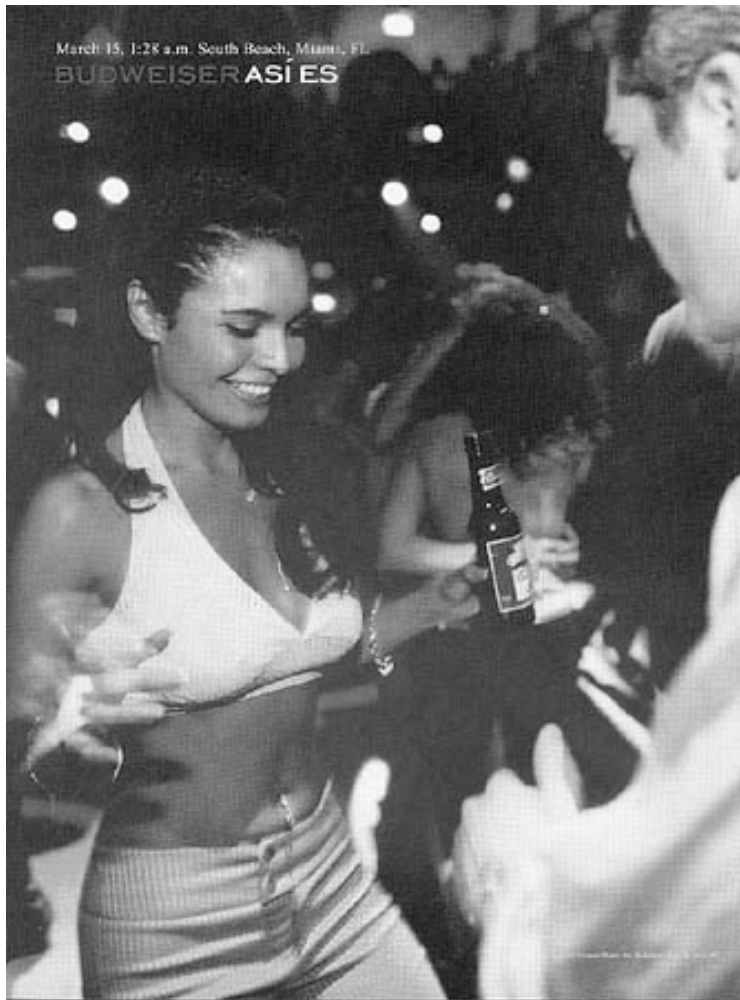


Both of these ads show more than 1 serving size

The media says...

CACC Standard 4K

Drinking makes you irresistible to the opposite sex



The media says...

CACC Standard 4K

You can Fulfill a void or desire



8:37 P.M. Lawrenceburg, Kentucky.
Going on-line.

Not the latest thing. The genuine thing.



THE FINEST KENTUCKY BOURBON. MADE IN LAWRENCEBURG. WWW.WILDTURKEYBOURBON.COM

AHH, THE SWEET SMELL OF SUCCESS.
(NITROMETHANE, BURNT RUBBER AND SWEAT)

HERE'S TO LARRY DIXON.
THE 2002
NHRA POWERade
CHAMPION.

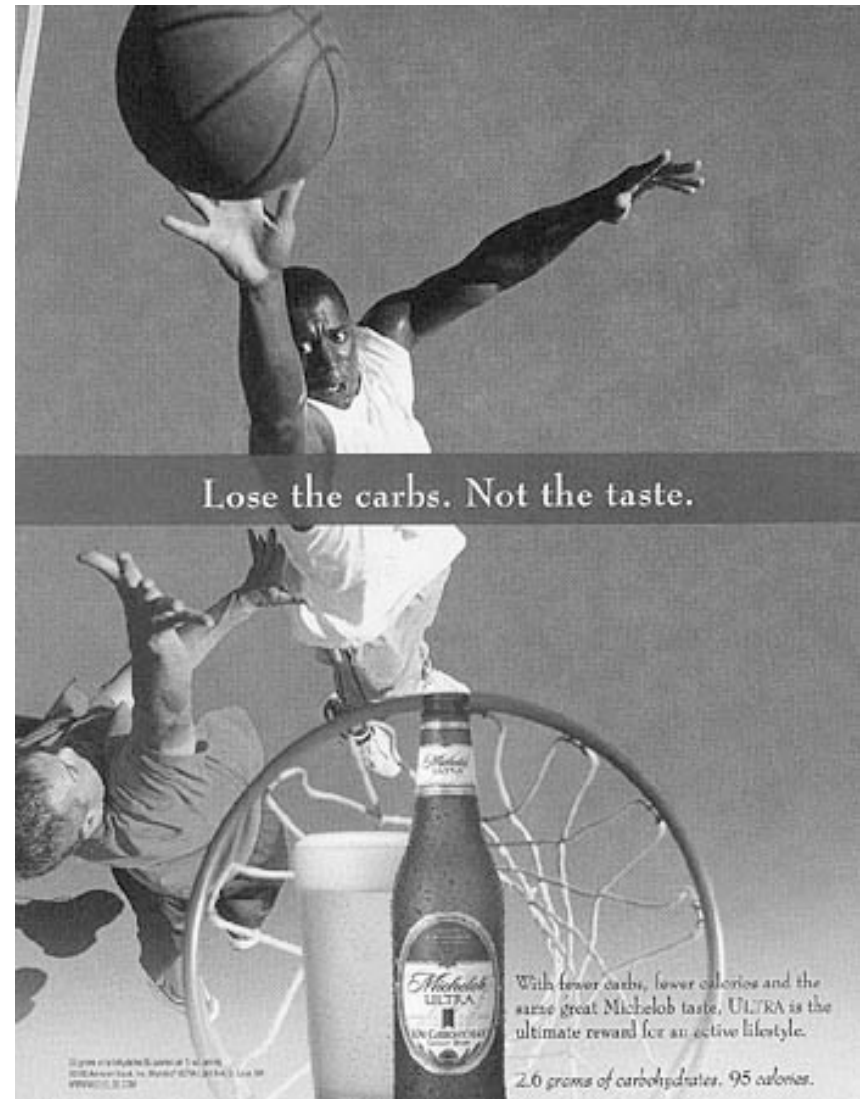
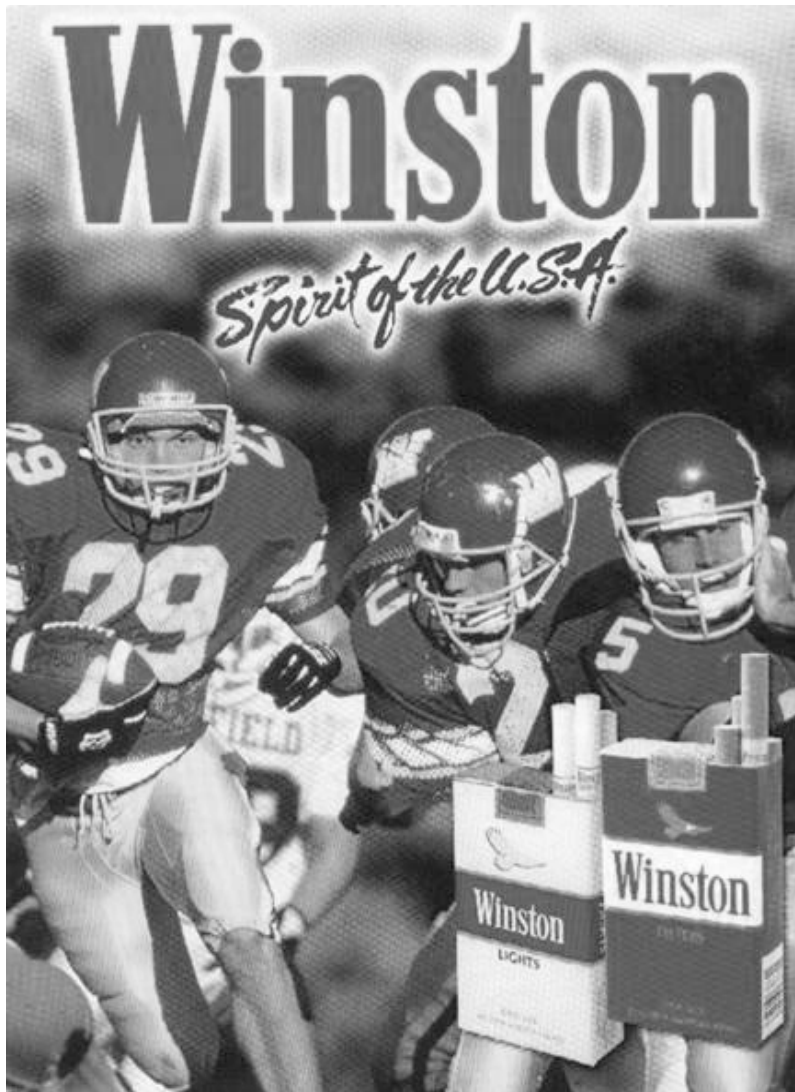
Miller Lite
Racing

©2002 Miller Brewing Company Milwaukee, WI

The media says...

CACC Standard 4K

Sports go well with alcohol and tobacco



and...

ads often justify and normalize
risky, dangerous, and illegal behaviors



Remember!

- Media messages are **not** reflections of reality, they are put together carefully to send you a very specific message.
- Advertisements are created to do one thing: convince you to buy or support a product or service.
- To convince you to buy something, advertisers will create a message that provides an emotional experience that looks like reality.



Attitudes and Values

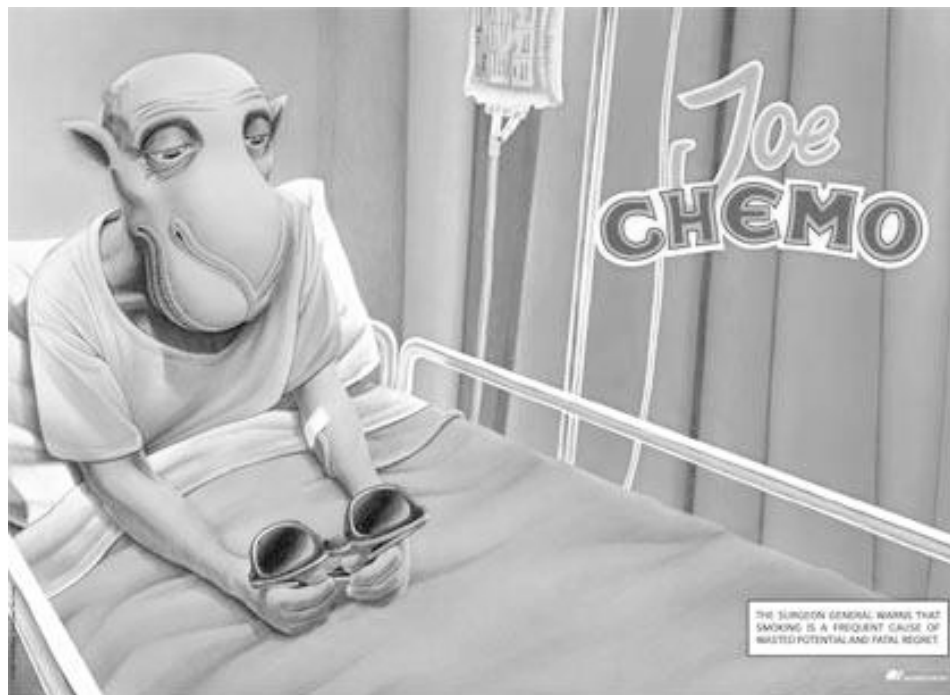
What can we do?

- Try to cut down on your “media time”
- Find alternative activities to viewing media
- Create counter-ads
- Deconstruct media messages
- Tell your friends and family about media literacy

Create counter-ads



More tobacco counter-ads



Deconstruct media messages



CACC Standard 4K

