

Media deconstruction: Tobacco Promotion and Advertising

Step one:

As a group view the three forms of tobacco promotional material in front of you and choose one.

Step two:

As a group discuss the following media deconstruction questions based on the tobacco production material you choose.

Questions	Notes
Who paid for it and why?	
Who is being targeted?	
What kind of lifestyle is presented? Is it glamorised? How?	
What stories are not being told in the media?	
What opportunities exist in your work with young people to do this activity with them?	

Step 3

If time allows...Tobacco advertising was banned on TV in 1965, billboards, newspapers and magazines in 2003 and sponsorship advertising (Formula One) in 2005. With the advertising ban in the UK how do the tobacco companies continue to promote their products in this country?

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Next time you travel abroad keep an eye out for advertising on billboards, magazines and sporting events in countries that do not have strict legislation banning tobacco and promotional advertising.