

Alcohol: Separating Fact from Fiction

Introduction: Many people receive mixed messages about alcohol consumption. On the one hand, they observe that society considers alcohol socially acceptable. Movies, media, and advertisements often portray the use of alcohol as part of a desirable lifestyle. Simultaneously, however, students are warned that alcohol is dangerous and should be avoided.

ob-ser-va-tion , [ob-zur-vey-shuhn] - an act or instance of viewing or noting a fact or occurrence for some scientific or other special purpose

in-fer, [in-fur] - to derive by reasoning; conclude or judge from premises or evidence

Task: You will find 3 different media advertisements (commercial, magazine ad, website ad, etc.) and analyze the advertisement by filling out the chart and answering the questions below. PRINT OUT OR COPY any ads that you are able to (obviously not commercials) and staple them to this sheet.

What is the Advertisement for?	
Observations	Inferences
●	●
●	●
●	●
●	●
●	●

Answer the following questions:

1. What tactics are being used to sell the product?
2. What is the ad emphasizing or promising to the consumer audience?
3. How you can you apply what you know about observations and inferences to making good decisions about alcohol?