

# Smoking, Alcohol and the Media

How Can the Media Influence Our Choice?



# Aim

- To recognise the influence the media can have on our decisions.

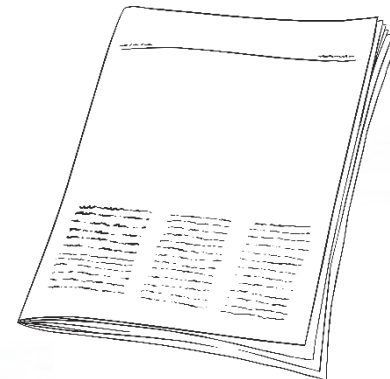
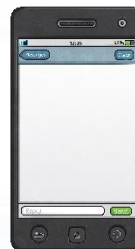
# Success Criteria

- To give examples of the media.
- To learn about advertising laws in relation to alcohol and tobacco products.
- To discuss product packaging and state what influence it promotes.

# The Media

Who are the media and how can they influence us?

- The media communicate with the general public. They include radio, television, newspapers, advertisements, magazines and social media including Facebook, Twitter and Instagram.
- Media can give messages through advertisement, campaigns and slogans. These messages play a part in our decision making.
- Celebrities and idols can also heavily influence young people.



# Can You Think of a Time When the Media Have Influenced You?

Have you been persuaded to buy a product?

Have you been influenced on a place to go?

Have you been encouraged NOT to do something?

Have you been convinced to enter a competition or similar?



# Advertising and the Law

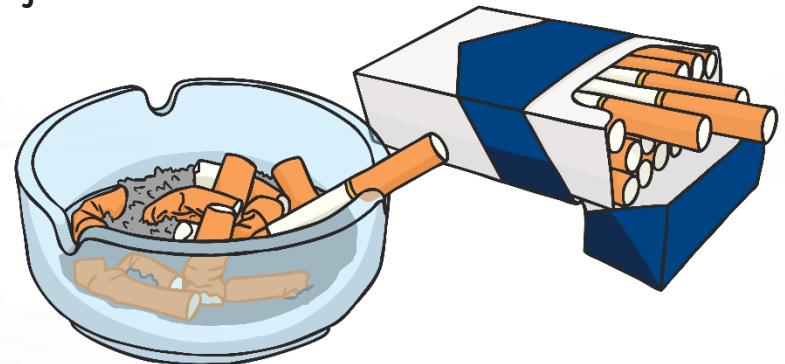
## Smoking

The UK has strict laws on promoting the sale of cigarettes.

In fact, TV and press advertising is forbidden completely.

In 2015, noticeable displays of tobacco products were banned in **all** shops.

However, e-cigarettes have separate rules. Advertising of these products is not permitted on television, on the Internet, in email or in newspapers, but can be promoted on outdoor posters, leaflets and buses.



# Advertising and the Law

## Alcohol

When advertising their products, alcohol companies have a duty to ensure they are promoting safe and responsible use of their products.

The UK has some of the toughest laws in the world on advertising alcohol.

Alcohol promotions must not:

- suggest that alcohol is related to increased confidence, success, or popularity;
- imply that alcohol can solve problems and relieve stress;
- show any signs of substance misuse.



# Advertising and the Law

## Alcohol and Young People

There are specific UK laws enforced to protect young people from being influenced by alcohol advertising.

- It is illegal to schedule alcohol adverts in TV shows aimed at those under the age of 18.
- Adverts promoting alcoholic drinks must feature adults over the age of 25.
- Adverts should not include anything that may attract an audience younger than 18 years of age.



# Smoking – Has It Got the Appeal?

Look at these examples of cigarette warnings found on packaging. Does this influence your thoughts about smoking?





# Smoking – Has It Got the Appeal?



How do you feel looking at the packaging?

What kind of tactic has been used on these cigarettes?

Does it encourage a young person to want to buy cigarettes?

# E-Cigarettes

E-cigarettes are electronic devices designed to imitate smoking a real cigarette. Most contain nicotine along with flavourings. Although they are perceived to be safer than normal cigarettes, the health dangers are still unknown. E-cigarettes may be seen as a way for smokers to quit; however, there is a growing concern that this trend will encourage more young people to become addicted to nicotine.



What kind of message is the sign above sending about e-cigarettes?

# Alcohol - Does It Attract?

Look at examples of alcohol packaging. Does this influence your decision to drink?



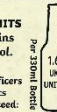
## HEALTH WARNING

**KNOW YOUR LIMITS**  
This bottle contains  
1.6 units of alcohol.

UK Chief Medical Officers  
recommend adults  
do not regularly exceed:

<b>MEN</b>	3-4 units daily
<b>WOMEN</b>	2-3 units daily

Avoid alcohol if pregnant  
or trying to conceive



# Alcohol - Does It Attract?



How do you feel when looking at the alcohol branding?

How does it differ to that of cigarettes? Why do you think this is?

Do you notice anything that might encourage people to buy the product?

Do you see any information to warn buyers about the effects of alcohol?

# Alcohol - Does It Attract?



What do you think of this advertisement? Who might be attracted to it? What kind of message does it send?

# Plenary

## True or False?

Alcohol adverts can feature anyone over the age of 18.

E-cigarettes are safer than normal ones.

The UK has some of the world's toughest advertising laws for alcohol and tobacco.

Alcohol companies can suggest positive things about their product, such as it being relaxing.

The media can affect people's choices about alcohol and tobacco.



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