Agree or Disagree? ______________________________________

A Media Literacy Activity
Time: 20 minutes: 10 minute activity; 10 minute follow-up discussion

This exercise relies on participants’ attitudes, knowledge, and experiences, therefore providing scaffolding for the discussions that will follow. By participating, learners will begin to think about how media messages help normalize a narrow range of ideas about our culture.

You will need three signs: one that reads “Agree,” one that reads “Disagree,” and one that reads “Neutral/Unsure/Sometimes.” You will also need a large empty classroom or other empty space.

This activity should be done before the media literacy presentation. Place the sign with the words “agree” on one wall of an empty classroom (or other space) and on the opposite wall, place the sign reading “disagree.” In the middle, place the sign that says “neutral/unsure/sometimes.” Then, have your group walk to the corresponding spaces based on their answers to the statements below. This activity should be done in silence and with minimal eye contact. Participants should be honest with themselves as there is no “right” or “wrong” answers. Ask learners to notice where they are in relation to others as they do the activity and to notice any thoughts or feelings that come up as they move around. If a statement is read and participants don’t understand it, that’s okay—just notice where you move.

1. It is easy for me to watch TV.
2. I am affected by messages in the media.
3. I regularly see people in the media who wear glasses or who use wheelchairs.
4. I think it is important for people to question media messages.
5. I find myself wanting things I see advertised, even though I didn’t know I wanted those things before I saw the ad.
6. I see people in the media who look like me.
7. I play video and/or computer games.
8. I know what a viral video is.
9. I think it’s okay for tobacco companies to target kids and teens.
10. I have a newspaper delivered to my home.
11. I have watched a music video in the last 48 hours.
12. I see people in the media who have a background similar to mine.
13. I like to read magazines.
14. I can speak/read/write two or more languages.
15. I think some ads I see on TV or the Internet is funny.
16. I can name a brand of cigarettes.
17. I have used Facebook, Twitter, MySpace, or Flickr to communicate with my friends.
18. I have made a health decision based on something I read in a magazine.
19. I know of someone who was hurt when alcohol was involved.
20. I get more information from the people I know, rather than from the media.

After reading all of the statements, discuss some or all of them and possible responses with your group. You may want to ask your learners:

- What statements were easy/difficult for you?
- Did you notice any patterns with yourself or the group?
- Do you have any general thoughts or questions that arose?
Media Examples

This Discussion Guide contains the following media examples:

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Questions and Suggested Answers

These media examples are categorized into two different areas: General and Tobacco/Alcohol. The General media examples are listed first, followed by the Tobacco/Alcohol media examples. You can show and discuss these examples in any order.

Learners will need the Introduction to Media Literacy handout for some of the questions. They will also need to be familiar with some of the persuasive techniques in Language of Persuasion in this handout.

You may want to play the media examples more than once for your group; feel free to pause the ads while viewing to facilitate specific questions or discussions.

1-Clorox-Green

1. Whose message is this? Who created or paid for it? Why?

Clorox, based in Oakland, California, paid for this ad. They paid for it to create awareness about a new line of Green Works cleaning products so people will purchase them.

2. Who do you think is the target audience? How do you know who might be the target audience?

The target audience for this ad is probably middle to upper middle class white adult males and females who want to be, or appear to be, more environmentally conscious. Clorox possibly views the target audience as people who have a disposable income and who are willing to pay a few cents more for a product that supposedly is better for the environment. The target audience could also be brand loyal Clorox users who are looking for an alternative to using chemical cleaners.

There are images in the ad that suggest who the target audience is. For example, we see a white, middle class woman. It’s presumed that she is a homemaker, or the person responsible for doing some of the cleaning in the house.

3. Which television shows, channels, or networks might the ad agency buy time within to show the ad?

Probably shows that have a high number of adult female viewers such as American Idol, America’s Next Top Model, and daytime soap operas; networks and channels include Oxygen Network, Lifetime, HGTV, and CW.
4. What is the subtext of the message?

In this spot, the subtext is: bringing nature into your home, being an environmentally conscious consumer, and including Clorox in the green movement.

5. What techniques of persuasion are used in this ad? (Learners will need the Introduction to Media Literacy handout for this question. They will also need to be familiar with some of the persuasive techniques in Language of Persuasion in this handout.)

- Beautiful people - we see an attractive woman in this ad.
- Plain folks - the model is made to look like an “everyday” person, not a star.
- Timing - this product was introduced at a time when the green movement became corporatized.
- Association - Green Works cleaner is connected to nature, flower, the outdoors and the green movement.
- Simple solutions - this message seems to say that being a part of the green movement is as simple as purchasing this product.
- Symbols –some symbols represent the environmental movement such as the color green. We see nature symbolized with clean, undeveloped land and healthy trees and flowers. The color white in the kitchen symbolizes cleanliness and a germ-free setting.

6. What part of the story is not being told? How and where could you get more information about the untold stories?

Clorox is a company well known for its brand of chemical and petroleum-based cleansers such as bleach, Tilex, Formula 409, Liquid Plumer, and Pine-sol, which are not healthy for a sustainable environment. These products are evidence that Clorox has not gone green.

According to greenbiz.com, Clorox gave $470,000 to the Sierra Club as part of their “marketing relationship.” Since then, Sierra Club has endorsed the Green Works product line and has their logo on the products. This is the first time in the history of the Sierra Club that the non-profit has endorsed a cleaning product. More information about Green Works can be found at the following websites:

- www.thecloroxcompany.com/
- www.treehugger.com/
- www.greendaily.com/
- www.consumerreports.org/
7. Do you think there is a conflict of interest with the Sierra Club and Clorox? Explain. What do you think are some reasons that Sierra Club took money from Clorox?

Sierra Club may have taken money from Clorox because they thought that Clorox was an environmentally responsible corporation. However, it probably had to do with the Sierra Club being a non-profit organization, and more importantly, an organization that needed money in order to survive.

8. Some environmentalists might say this product is an example of “greenwashing.” What do you think “greenwashing” means?

According to Wikipedia, greenwashing (a combination of the words "green" and "whitewash") is a term describing the deceptive use of green PR or green marketing in order to promote a misleading perception that a company’s policies or products (such as goods or services) are environmentally friendly. The term “green sheen” has similarly been used to describe organizations that attempt to show that they are adopting practices beneficial to the environment.

9. Can you think of any other examples of greenwashing?

Learners might say some car companies that promote their SUVs as fuel efficient in TV commercials or BP’s ads that say they are doing a great job cleaning up the Gulf of Mexico and coast caused by the Deep Sea Horizon oil disaster.

**2-Rihanna-Elle Magazine**

1. What famous person appears in these images?

Rihanna, who is a singer and pop culture celebrity. Part of Rihanna’s fame came from the domestic violence arrest of her partner at the time, Chris Brown, an R & B musician. Brown was charged with violently beating Rihanna. The violence prompted sensationalism in the media and also brought conversations about domestic violence more into the mainstream. However, some critics say that this topic only got media attention because it involved a celebrity couple.

(For more information about domestic violence, visit the National Coalition Against Domestic Violence [http://www.ncadv.org/](http://www.ncadv.org/).)
2. Besides wearing different clothes, what alterations have been made to Rihanna’s body in the magazine cover?

She has been slimmed down so she appears to be a smaller size than she is in the photo of her wearing a swim suit, her skin has been lightened in the magazine cover. These procedures done on a computer are sometimes referred to as “photoshopping” (from the computer software Adobe Photoshop) or digital alterations.

3. Do you think it’s okay to do this to someone’s photo? Why or why not?

4. What message does digitally altering photos give to people?

It can give the message that we, as readers of the magazine, are not good enough the way we naturally appear; that no one can have a “perfect” body; that in order to be considered beautiful or attractive, we need to have our bodies altered so that we are thinner and lighter skinned; that attractiveness is all about what another person can see; it’s not about a person’s personality, particularly for women.

5. What part of the story is not being told? How and where could you get more information about the untold stories?

Most female actresses and singers are expected to be thin, able-bodied, with clear skin, straight white teeth, no wrinkles, etc. Women are often objectified in different types of media. We most commonly see women who are able-bodied. Women in the media sometimes look fit and healthy, but sometimes appear underweight and unhealthy. With regards to race, the majority of women in advertising and in other media are white.


3-Old Spice Body Wash

Before showing the Old Spice Body Wash ad, discuss some of the background of this ad: This ad started as a viral video on the Internet. A viral video is a short online video, often a professionally produced ad for a product which is distributed by sending to email addresses and listservs. People who view it then share it with people they know, and thus the result is that the ad spreads quickly, like a virus. A viral video often has an aspect of truth which is questioned or a behind-the-scenes story. (A viral video doesn’t have anything to do with a computer virus.)
1. Have you seen this ad before? Whose message is this? Who created or paid for it? Why?

Old Spice is owned by Proctor and Gamble who created the ad in order to sell more product, thus increasing the company’s profits.

2. Who is the target audience for this ad?

Probably women who do the shopping in their household.

3. What do you think the actor means by “lady scented” body wash?

4. What techniques of persuasion are used in this ad? **(Learners will need the Introduction to Media Literacy handout for this question. They will also need to be familiar with some of the persuasive techniques in Language of Persuasion in this handout.)**

   - Humor: the absurdity and over-the-top nature of this ad strikes some people as funny.
   - Simple solutions: Old Spice will bring you the man of your dreams.
   - Beautiful people: Isaiah Mustafa is handsome, fit, and charming in this ad.
   - Timing: this ad first ran on the Internet around the time of the 2010 Superbowl, though Mustafa was not playing in the Superbowl.
   - Symbols: some of the props and dialogue he uses are symbols of wealth, romance, and masculinity.

Notes: This ad ran as a viral video in early 2010, days before the Superbowl. The only special effects in this spot happen when the seashell turns to a handful of diamonds, which then turns into a bottle of Old Spice body wash. Everything else was shot on a beach, on the mock-up of a three-walled bathroom; the bathroom is then raised up to reveal the back of a boat. The star, Isaiah Mustafa (also an NFL wide receiver for four years) then gets on a moving platform that seamlessly drops him onto a horse. According to ad agency Weiden & Kennedy, the ad took three days to shoot, and 57 takes.
4-Pop-Tarts

1. Who paid for this ad? Why?

Pop-Tarts is owned by Kellogg’s, who paid for this ad. It ran in order to increase sales of Pop-Tarts so they will make more money.

2. Who do you think the target audience is? What are some clues?

Both male and female children age's three to eight and their moms. We see images of young kids and moms in a neighborhood, and we hear a song that young kids can relate to. We know young kids are targeted because the ad is animated, and we see images of crossing guards, giant strawberries, and kids kissing their moms goodbye as they head off to school or play.

3. What information about Pop-Tarts does this ad give us?

We don’t really learn much except that Pop-Tarts are hot when they come out of the toaster and that they are baked with real fruit.

4. What information about Pop-Tarts is left out of this ad?

We don’t know much about the product’s levels of nutrition: specifically we don’t know the fat, protein, and sugar content; how many calories one Pop-Tart contains; or what a serving size is. We don’t know what natural and unnatural ingredients are in Pop-Tarts. We also don’t know the cost or where we can get the product based on the ad.

5. Where do you think you could get more information about Pop-Tarts?

The nutrition panel on the Pop-Tarts packaging, www.poptarts.com, and http://www.coheso.com/nutridata/Kelloggs_Pop_Tarts/Pop_Tarts_Blueberry/item_details.html are three resources to get more information about Pop-Tarts.

5-Seventeen Magazine

1. What product is this image selling? What are some things you know about this magazine?

It’s promoting Seventeen Magazine by showing us the cover. Seventeen was first published in 1944. Much of the magazine is devoted to articles about fashion, style, dating, make up, and bodies. Most of the models on the cover of the magazine are young, white females.
2. Who do you think the target audience is? What are some clues?

Mostly white girls ages 11-16. We see Taylor Swift featured on the cover, along with messages promoting fashion and beauty, dating, and having a “great” body—these are all clues that support the target audience.

3. From the cover images and words, what do you think we are going to see inside the pages of this magazine?

Models, clothes, how to put on makeup, things we might not be able to afford, images of sexuality, messages around plastic surgery and changing how we look so we won’t get bullied.

4. What techniques of persuasion are used in this ad? **(Learners will need the Introduction to Media Literacy handout for this question. They will also need to be familiar with some of the persuasive techniques in Language of Persuasion in this handout.)**

   - Beautiful people – Taylor Swift is attractive and popular.
   - Association – This cover is connecting fashion, beauty, being a good kisser, etc. with being pretty, having a nice body, and a sense of style about yourself.

5. Do you know someone who reads Seventeen or other magazines (Cosmopolitan, Vogue, Teen Vogue, and Girl’s Life, for example) that target female teens? What do you think teen girls like about these magazines? Dislike?

6-Toy Story 3

1. Have you seen this clip? What do you think of the movie?

2. What techniques of persuasion are used in this ad? **(Learners will need the Introduction to Media Literacy handout for this question. They will also need to be familiar with some of the persuasive techniques in Language of Persuasion in this handout.)**

   - Warm and fuzzy – many of the toys themselves are cute animals or characters.
   - Humor – The scene where Barbie and Ken meet is supposed to be humorous.
   - Nostalgia – The music we hear (Dreamweaver by Gary Wright, 1976) as well as some of the toys will evoke a nostalgic feeling among some adults who remember them as kids.
3. Have you heard of product placement? If so, what words or ideas about product placement come to your mind?

Product placement is the placing of a brand name product, service, or idea in a piece of media. Product placement is commonly used in radio, TV, and movies.

4. What are some examples of product placement in this film clip?

Barbie, Ken, Mrs. Potato head and Mr. Potato Head.

5. Why do you think there is product placement in movies?

Product placement exists because it is a moneymaking venture for the movie industry. There are actually “product placement firms” that negotiate costs between the film producers and the advertiser.

6. It’s been said that product placement is most effective when it is barely noticeable. Do you agree or disagree? Explain.

7. What other movies have you seen with product placement?

The Twilight Saga: Eclipse: American Eagle Outfitters, Chevrolet, CNN, Greenpeace, Jansport, Jeep, Nike, Porsche, Rainier, The North Face, University of Alaska, Volvo, Zippo


For more product placement in movies, visit: http://www.brandchannel.com/brandcameo_films.asp
7-Verizon-Urban Signal

1. Whose ad is this? How do we know?

This is Verizon’s ad and we know this because we see the Verizon logo at the end of the ad. It was made by the advertising agency McGarry Bowen.

2. Do you think this ad represents fantasy or reality? Or both? Give examples of both.

Fantasy – We see transmitters coming out of a parking meter, a truck, the sides of buildings, a newspaper box, a car, etc. We also see a linear image of a transmitter at the end with the words “Rule the Air.”
Reality – The urban setting is real; the people in the ad are real (albeit paid actors); Verizon is a real corporation.

3. Who do you think the target audience is for this ad? Explain.

Probably teens and people in their early 20s because we see a young woman in the ad. This ad targets both males and females, and likely skews toward people living in a more urban setting or larger cities.

4. What information does the ad give us about Verizon? (what text instead of this question)

The ads says that their signal is airborne, beautiful, and strong; that the most powerful transmitter is YOU; at the end, we see the message “Rule the Air.”

5. What information is left out?

The costs associated with having a cell phone, including the price of a phone and service, extras like texting and internet, fees added onto the bill such as Federal and state taxes, overages, etc. We also don’t learn where Verizon’s signal does and doesn’t work in Montana.

8-Camel No 9 Light
9-Camel No 9 Facebook
(view these images together)
1. What is this product? Who paid for this ad? Why?

The product is Camel No. 9 cigarettes. R.J. Reynolds Tobacco Company manufactures these cigarettes, and paid for this ad to help sell and promote this brand of cigarettes.

2. Do you think these ads appeal more to males or females? Explain.

Females. Based on the pink color, flowers, and words (light and luscious), this ad is targeted to young females.

3. What are healthy messages in this ad?

The Surgeon General’s warning, which is required by Federal law to be placed on cigarette ads, is a health message that is intended to inform people about the harmful effects of smoking.

4. What are unhealthy messages in this ad?

It appears that these cigarettes are lighter, and therefore, healthier, than traditional cigarettes. The word “luscious” implies that the cigarettes taste very good, perhaps like a rich food or dessert. However, we know that these are techniques of persuasion that media makers use to lure people to their products.

We see the Surgeon General’s warning about the harmful effects of smoking, and the amount of tar and nicotine is listed in fine print at the bottom of the page.

5. What are some of the untold stories about Camel No. 9 brand?

Pediatrics, the official journal of the American Academy of Pediatrics, recently published a study about cigarette marketing to young girls. Some of the findings include the following data:

In 2008, within a year of this ads' debut, 22% of girls listed Camel as their favorite cigarette ad. That’s twice the number who listed Camel as their favorite in four earlier interviews taken for the study. That suggests that it was the new campaign — not older Camel products — that captured girls' attention, Healton says.

(Please view articles at the end of this discussion guide for more information about the study’s results.)

6. What might Camel No 9 be trying to do by having a Facebook page?

They might be trying to look cool or reach teenagers by having a Facebook page
These are images from a pack of Camel cigarettes and a new online and direct mail tobacco campaign from R. J. Reynolds Tobacco Company. Here’s more information about the campaign:

In the fall of 2010, cigarette maker R.J. Reynolds Tobacco Company came up with a new Camel cigarette marketing campaign aimed at hipsters, called “Break Free Adventure.” The tobacco company is spotlighting 10 U.S. areas as part of the campaign. Cities and U.S. areas on Camel packs include: Seattle, Washington; Las Vegas; Austin, Texas; Williamsburg, Va.; Brooklyn, N.Y.; Route 66; Bonneville Salt Flats in Utah; the Haight district in San Francisco; Sturgis, S.D.; New Orleans; and Winston-Salem, N.C. During a ten-week period, visitors to camel.tobaccopleasure.com will guess which city will be next.

1. Who do you think this ad campaign is targeted to? Explain.

Probably teens and people in their twenties who are interested in symbols of the “cool” lifestyle: the American music scene, road trips, and freedom and independence of the hipster counterculture. It’s also targeted to people who seek a romantic sense of nostalgia and the all-American experience.

2. What techniques of persuasion are used in these ads? (Learners will need the Introduction to Media Literacy handout for this question. They will also need to be familiar with some of the persuasive techniques in Language of Persuasion in this handout.)

- Association—this connects with all that is supposedly cool: music, cities with character, and adventure.
- Nostalgia—playing on the experience of the all-American city has been used for decades in advertising.
- Plain folks—even though we don’t see many images of people, this ad campaign is playing to the down-to-earth, gritty, average person—no celebs, glitz, or glamour.
3. What are some of the words and images associated with the text of this ad campaign?

Images of camels, maps of the U.S., and American symbols such as: motels, diners, cityscapes, and gambling in Las Vegas. Words that stand out as part of the text are: 10 weeks, 10 locations, thousands of prizes; the Break Free Adventure.

4. What is the subtext of this campaign?

If you smoke Camel cigarettes, you will have an adventurous lifestyle. Smokers are adventurous. You will be connected to great cities and American history. Road trips are fun, exciting, and offer lots of adventure. If you go to these cities, you will be breaking free from conformity, mainstream values, and uncool music. You will be part of the Camel inner-circle if you take part in this “adventure.”

5. The Campaign for Tobacco-Free Kids website says:

“It is deeply disturbing that RJR (R.J. Reynolds Tobacco Company) is using the good name and hard-earned reputation of these great American cities to market deadly and addictive cigarettes, especially in a way that blatantly appeals to children. Certainly the citizens and leaders of these cities do not want to be associated with a product that kills more than 400,000 Americans every year. RJR showed truly shameless disregard for the death and suffering its products cause by calling this campaign a "celebration" of the locations involved.”


Do you agree or disagree with this statement? Explain.

13-Dissolvable Tobacco

1. Whose message is this? Who created or paid for it? Why?

RJ Reynolds Tobacco Company (RJRTC) paid for this ad to sell their dissolvable tobacco products. RJRTC is looking for a niche market for smokeless tobacco because many city bars and public places are becoming smokeless. As a result, tobacco consumers now have new needs that must be met with new products.

2. Who is the target audience?

The primary target audience includes smokers of all ages, probably young professionals who could easily conceal their habit if they used this product. The containers are small,
about the size of a package of mints, are made to look very similar to other breath-
freshening products. The secondary targets of this ad are non-smoking youth because
of the bright colors in the ad and on the packaging, the container easily concealable (to
hide from parents and teachers), and the packaging has a strong resemblance to candy
products.

3. What is the subtext of the message?

Some possible subtexts are that tobacco is new, fun, playful, youthful, and healthy
(something so bright and playful couldn’t possibly cause cancer anymore). Another
subtext is that you can have it anytime you want, just like candy!

4. What values are expressed?

Values expressed here are youthfulness, “fresh breath”, privacy, and “healthier”
choices.

5. What techniques of persuasion are used in this ad? (Learners will need the
Introduction to Media Literacy handout for this question. They will also need to be
familiar with some of the persuasive techniques in Language of Persuasion in this
handout.)

- Association - the image of the new dissolvable tobacco references breath mints
  and oral-hygiene products.
- Simple Solution - hate that you can no longer smoke in your favorite bar or
  restaurant? Well, Camel has just what you need with a variety of smokeless
  tobacco products.
- Symbols - the Camel logo is on each product.
- Diversion - packaging the dissolvable tobacco similar to mints diverts the
  consumers away from the health risks associated with smoking tobacco.
- Timing - RJRTC is capitalizing on the shift in culture that is moving towards
  smokeless cities and environmentally conscious peoples.

6. Do you think that these products might be attractive to teens? Explain.

They are discrete enough to use in school without getting caught with them.
Furthermore, they are a new product, unlike any other, which might make some people
curious and want to try them. Similar to mint tins, the containers are brightly colored
which might make them more attractive to young people.
7. What positive messages are presented? What negative messages are presented?

Positive: It just dissolves in your mouth, so there is no waste or secondhand smoke and it is easily concealable.
Negative: Just another easy way for you to die sooner than you need to.

8. What groups of people does this message empower? What groups does it disempower? How does this serve the media maker's interests?

This ad assures RJRTC consumers that they will always have access to tobacco, regardless of health concerns, laws, or social acceptance. In this regard, RJRTC is empowered as a for-profit corporation.

Some smokers might feel empowered with this ad. As a result of these products, tobacco use might no longer be associated with the hassles of actual smoke. Also, some smokers might feel empowered because they think there is nothing unhealthy about mints, breath strips, or toothpicks.

Depending on the location of the ads or billboards, we are looking at disempowering youth of color who live in poorer, disinvested neighborhoods, since that is where we find a higher number of alcohol and tobacco ads.
(According to a study published in Preventative Medicine in 2005, on average, there were fewer tobacco advertisements in higher socioeconomic communities, compared to lower socioeconomic communities. For more information about this study, visit http://www.ncbi.nlm.nih.gov/pubmed/15530576).

9. What part of the story is not being told? How and where could you get more information about the untold stories?

With more cities and bars going smoke free, tobacco companies are working on meeting the changing needs of their consumers while at the same time, creating new products so they do not lose revenue.
Some adults find the packaging a little disturbing because the product looks so much like candy.

Also, some of these products deliver up to three times the amount of nicotine in a cigarette.
http://tobaccoproducts.org/index.php/Camel_Sticks,_Camel_Orbs_and_Camel_Strips#Claims/  and

14-Cream Website
15-Untold Stories-Alcohol (Show this graph after asking question 7.)

Cream’s website, www.givemecream.com, states that Cream is a tempting blend of natural and artificial ingredients that inspires whipped cream flavors like raspberry, cherry, orange, caramel, chocolate, and of course vanilla with a smooth alcohol burst. It contains 30% alcohol.

1. What is this website for?

This website is for a product called Cream, which is a new alcoholic product.

2. Have you seen or heard of this product? What have you heard about it?

3. Who do you think is the target audience? Explain.

Although you have to be 21 to legally buy this product, it is targeted to a young audience, made up of both males and females, who are approximately ages 16-25. We know it is a young audience because the people on the website appear to be in this age range. The target audience is English speaking, alcohol consuming, and probably more urban than rural. The website has images of mostly white women, though there are photographs of women of color as well.

4. What do you think health officials are saying about this product? Explain.

This is one perspective from the online article at Time Healthland http://healthland.time.com/2010/11/29/alcoholic-whipped-cream-another-binge-drink-in-a-can/:

"They can get a significant amount of alcohol in one shot," Dr. Anita Barry, a director at the Boston Public Health Department, said of drinkers who consume the boozy topping. Barry said alcohol-infused whipped cream needs to be monitored for potential abuse. One of the big worries is whether canisters prominently mention that the product contains high alcohol levels, she said.
5. What other concerns might be connected to this product?

Underage use, alcohol initiation, using a product already high in alcohol with other alcoholic drinks or Jell-O shots which are popular with young people and the college crowd.

6. The website says “Enjoy Cream Responsibly.” Based on what the website says, what do you think this “drink responsibly” message means?

The website homepage says:

Dare to stimulate your senses with the new and refreshing sensory explosion that is CREAM. Choose from six passionate whipped cream flavors infused with a 30 proof (15% alcohol by volume) kick that propels cocktails and mixed drinks to a whole other level.

Each 375 ML aerosol-dispensed can of CREAM offers endless and palatable possibilities. Imagine topping off your favorite mixed drinks, signature shots, martinis, daiquiris, coffees, and desserts with a sensory infusion like no-other...CREAM. The crème de la crème confectionery sensation, CREAM offers the simple pleasures of traditional whipped cream with grown-up benefits.

There are words and ideas on the homepage such as “infused with a 30 proof kick that propels cocktails and mixed drinks to a whole other level” that suggest The homepage also reads “CREAM offers the simple pleasures of traditional whipped cream with grown-up benefits” which is appealing to underage people because they often do or want to emulate adults.

There seems to be conflicting messages about drinking responsibly and enjoying the “kick” of Cream.

7. What are some untold stories about alcohol use?

This website doesn’t tell us anything about underage drinking, alcohol poisoning, getting sick, hangovers, or DWIs. Furthermore, we know that the presence of alcohol increases the likelihood of sexual assault.

According to the Montana State University website 
http://www.montana.edu/wwwai/imsd/alcohol/Vanessa/vwrapefactsheet.htm
• Alcohol use is frequently associated with acquaintance rape.
• In one study, 26% of men who acknowledged committing sexual assault admitted that they were intoxicated at the time of the assault, and an additional 29% reported being mildly buzzed—55% were under the influence of alcohol.

Suggested Reading______________________________________________________________

Audience Insights: Communicating to Teens (Aged 12-17)
Can be accessed online at:
www.cdc.gov/healthmarketing/pdf/AudienceInsight_teens.pdf

Ideas for Integrating Media Literacy
Can be accessed online at Project Look Sharp’s website:
http://www.ithaca.edu/looksharp/?action=webresources_integrating

Ideas for integrating media literacy are organized by grade levels. The 12 Basic Ways to Integrate Media Literacy and Critical Thinking into Any Curriculum booklet is applicable to all grade levels.

All Grades
Ideas for Incorporating Media Literacy Strategies for All Grades (General Critical Thinking Skills)
• Analyze nutritional claims in advertising and their implications (like "part of a nutritious breakfast," "light" or "low calorie").
• Discuss editing techniques and special camera effects used in TV commercials (can a toy really do that, etc.) and TV programs (what would happen if a person did that in real life?), and camera techniques or airbrushing in print advertising (is that a real person? does her face really look like that?).
• Encourage children to think about what the advertising message really says (and doesn't say) about the product and what it does or what comes with it or the evidence that it really works, compared to what is implied about the product in the advertisement.
• Identify and discuss the use of "puffery" to make products look better in advertisements, including the use of sound effects, "makeup" for food products, enhanced colors, elaborate backgrounds, etc.
• Point out the use of celebrities in advertising to give products credibility and attract attention.
• Discuss distortions of reality in the media (especially in movies and TV programs) (e.g., Lassie running into a burning house to save someone, tarantulas shown as dangerously poisonous, serious car accidents in which no one is hurt, victims of crime shown as mostly white people).
• Discuss the financial basis for commercial television (audiences are sold to advertisers), movies, the Internet, public television, and other media.
• Point out the "formal features" of each medium (special visual and auditory effects), including laugh tracks, sound effects, music, and selectivity in camera shots and angles, etc. to create specific expectations and emotions (and if possible, give children the opportunity to create their own video programs using these same techniques).
• Discuss the implied messages about different groups of people in the media (e.g., females, people of color, elderly people) both by the ways in which they are portrayed and also by their absence from much of the media.
• Discuss how problems are solved on TV programs and in movies (often through violence) or in advertising (usually through the purchase of a product) and discuss other ways the problems might have been resolved.
Alcoholic Whipped Cream: Another Binge Drink in a Can?

By Meredith Melnick November 29, 2010
Find this article at:

Four Loko is so last season. There's a new faddish booze-infused product whipping up interest from public-health experts: alcoholic whipped cream.

According to a report in the Boston Herald, products like Cream and Whipped Lightning are appearing on liquor store shelves all over the country. They look innocent enough: they are canisters of whipped dairy, like the Reddi-wip used on top of ice cream sundaes and waffles. But unlike the standard variety, the alcohol-charged "whipahol" Cream packs a 30-proof wallop. That's 15% alcohol by volume, containing about as much or slightly less alcohol as drinks like Bacardi Mojito and Bailey's Irish Cream. Another brand, Whipped Lightning ranges from 16% to 18% alcohol by volume, equivalent to the alcohol contained in three or four beers — that is, if you ingest the entire canister.

Although alcoholic whipped cream isn't likely to get kids as wasted as quickly as Four Loko did — not without first causing a stomachache — public health experts fear that the boozy whip targets young consumers. It comes in flavors like chocolate, raspberry, orange and cherry. Cream's MySpace page recommends adding the product to drinks like Jell-O shots — a staple at college parties.

Compared with the alcoholic energy drinks that were recently declared illegal by the Food and Drug Administration (FDA), however, whipahols are somewhat less accessible to underage drinkers: for one thing, it costs about $13 per canister and it is sold in liquor stores, rather than convenience stores. (Cream is also available for purchase online).

Whipahol is not considered a food and is thus not regulated by the FDA; as a result, manufacturers are not required to reveal nutrition information on the packaging beyond alcohol content. The Herald reports:

"They can get a significant amount of alcohol in one shot," Dr. Anita Barry, a director at the Boston Public Health Department, said of drinkers who consume the boozy topping. Barry said alcohol-infused whipped cream needs to be monitored for potential abuse. One of the big worries is whether canisters prominently mention that the product contains high alcohol levels, she said.

Still, my guess is that flavored alcoholic whipped cream is less a harbinger of booze-induced problems in teens and more a sign that the culinary tastes of the nation's food manufacturers need a serious reboot.
**Study: Camel No. 9 Cigarette Ads Appeal to Teen Girls**

By Liz Szabo, USA TODAY, 3/15/2010

A recent marketing campaign for Camel cigarettes appears to have attracted the interest of teen girls, a study shows.

The ads for Camel No. 9 cigarettes — which ran in magazines such as Vogue, Cosmopolitan and Glamour — were a hit with girls ages 12 to 16, says a study of 1,036 adolescents published online Monday in *Pediatrics*.

Promotional giveaways for the new brand, which was launched in 2007, included berry-flavored lip balm, cell phone jewelry, purses and wristbands, the study says.

David Howard, a spokesman for R.J. Reynolds, which makes Camel, says the ads were aimed at adults, noting that 85% of the magazines' readers are over 18. Tobacco companies agreed not to target kids as part of the 1998 Master Settlement Agreement with state attorneys general. He notes that teen smoking rates have continued to decline since the ads were introduced.

But the ads were clearly noticed by teenagers, says study co-author Cheryl Healton, president of the anti-smoking group the American Legacy Foundation, which interviewed teens about their awareness of cigarette brands.

In 2008, within a year of the ads' debut, 22% of girls listed Camel as their favorite cigarette ad. That's twice the number who listed Camel as their favorite in four earlier interviews taken for the study. That suggests that it was the new campaign — not older Camel products — that captured girls' attention, Healton says.

Being able to remember a tobacco ad shows that kids are taking an interest in cigarettes, says co-author John Pierce of the Moores Cancer Center at the University of California-San Diego. Non-smoking teens who can name a favorite ad are 50% more likely to begin smoking than other kids, the study says.

There was no major change in boys' preferences. Overall, nearly half of girls could name a favorite cigarette ad, suggesting that ads are still reaching children, despite the marketing ban, Pierce says.

Howard says R.J. Reynolds pulled print ads for its cigarettes in 2008. Ads don't need to include cartoon characters to appeal to young people, says the American Cancer Society's Tom Glynn. In fact, ads that depict smoking as fashionable and grown-up actually make it more attractive to teens, he says. About 80% of smokers take up the habit before age 18.
Montana Content and Performance Standards

This media literacy curriculum meets the following state content and assessment standards:

Communication Arts Speaking and Listening Content Standard 1:
- Students know and understand the role of the communication process and demonstrate effective speaking and listening skills.

Communication Arts Reading Content Standard 2:
- Students read by applying foundational skills and strategies to comprehend, interpret, analyze, and evaluate texts.

Communication Arts Media Literacy Content Standard 4:
- Students effectively evaluate and create media messages.

Information Literacy/Library Media Content Standard 3:
- Students must evaluate the product and learning process.

Information Literacy/Library Media Content Standard 4:
- Students must use information safely, ethically and legally.

Health Content Standard 1:
- Students have a basic knowledge and understanding of concepts that promote comprehensive health.

Health Content Standard 5:
- Students demonstrate the ability to use critical thinking and decision making to enhance health.

Health Content Standard 6:
- Students demonstrate interpersonal communication skills to enhance health.


http://opi.mt.gov/Curriculum/#gpm1_13//
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