MEDIA MAPPING

Topic Area: Advertising

Audience: Middle School/High School

Method: Classroom Discussion/Homework Assignment

Time Frame: 2 days

Materials Needed: "Glamorization Appeals" handout, "Tobacco in the Media" worksheet, access to different media mediums

Learning Objective:
- Students will identify their exposure to tobacco messages and the positive and negative role models for tobacco use that occur in entertainment media.
- Students will also identify how entertainment media normalizes and glamorizes tobacco use.

Activity:
- Have students discuss their favorite entertainment media medium, e.g. movies, TV, magazines, internet. What do they enjoy most about these media? What do they look for in deciding what to watch, read or listen too?
- Have students discuss the lifestyles and values emphasized in these media. What behaviors are normal/abnormal? Glamorous/Unglamorous? Which behaviors and characters are most valued?
- Review five ways in which tobacco messages appear in entertainment media.
    - **Character development:** Use of tobacco as props to convey specific character attributes such as being attractive, aggressive, nervous, hip, cool, savvy, stressed, lonely, independent, etc.
    - **Product depiction:** Showing tobacco products as background props or being used by characters.
    - **Storyline:** Focus of the program (e.g. nicotine addiction, teen smoking).
    - **Product placement:** Visible use of a brand name product in an entertainment program.
    - **Advertising:** Any paid presentation of information about a product, brand, company, or store.
- Review the "Glamorization Appeals" handout to identify the appeals that are emphasized in the entertainment messages they find.
- Have students track the entertainment media they use for two days using the "Tobacco in the Media" worksheet, identifying those with tobacco messages.

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MEDIA MAPPING (CONTINUED)

Discussion Ideas:
- Explore the extent and nature of tobacco messages they have seen in their favorite media. Discuss the occurrence of product depictions, product placement, character development, and storyline.
- Discuss how entertainment programming sends powerful messages about what society values – what it sees as normal and glamorous. The values, beliefs, and behaviors of popular actors and actresses and the fictional characters they portray contribute to social norms of acceptable behavior. Entertainment programming that portrays tobacco use as having positive benefits – or which fails to illustrate negative consequences of such use – clearly contributes to the normalization and glamorization of these products.
- Discuss how we are most influenced by celebrities with whom we "identify" and/or those we want to be like because they possess traits and attributes we value. If celebrities or the characters they play smoke or chew tobacco, our attitudes toward tobacco will become more accepting, or at least softened.
- Have the students discuss their opinions on whether smoking in entertainment influences youth to smoke.

**This lesson plan was adapted from MediaSharp, Analyzing Tobacco and Alcohol Messages, available from the Centers for Disease Control and Prevention at www.cdc.gov/tobacco/mediasharp.htm.

For more information on tobacco in the entertainment industry and tools to help teach youth, please visit www.smokefreemovies.ucsf.edu.

TOBACCO IN THE MEDIA

Fill in the table below using examples of tobacco messages you have seen in the media. (Use the back if necessary.)

MESSAGE MEDIUM	MESSAGE	GLAM CODES
Magazine	KOOL cigarette ad featuring a diamond studded KOOL King Menthol box.	FUN, SUC, POP

GLAM Codes

Successful =	SUC
Happy =	HAP
Romantic =	ROM
Popular =	POP
Independent =	IND
Healthy =	HLTH
Fun =	FUN

Message Medium

TV	Videos
Magazines	Sporting Events
Computers	Movies
Books	Radio
Music	Concerts

<u>GLAMORIZATION APPEALS</u>

Media messages use many appeals to get our attention and make us interested in a product. These appeals are also used to make products appear "glamorous" and "normal". The following appeals are used a lot, particularly for tobacco products. Add other appeals you may have seen, and use this page for coding media message. Remember, many messages use more than one appeal, so look closely.
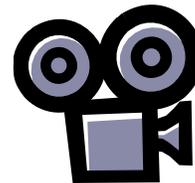
APPEAL			GLAM CODE
SUCCESSFUL	=	**First-class, elegant, sophisticated, Exclusive, adult, mature** Promotes tobacco use as important for successful, sophisticated people.	**SUC**
POPULAR	=	**Well-liked, center of attention, socially successful** Promotes tobacco use as ways to be part of the "in-crowd", useful in being liked, accepted and valued by others.	**POP**
ROMANTIC	=	**Sexually appealing, sensual pleasure, physically attractive** Portrays tobacco use as ways to be "successful" in intimate relationships, part of what makes people "desirable."	**ROM**
INDEPENDENT	=	**Rebellious, adventurous, mature, self-assured, distant, aloof** Portrays tobacco use as a way to express one's individuality, with a specific focus on being independent, courageous, and tough.	**IND**
HEALTHY	=	**Clean, active, refreshing** Portrays tobacco use as "refreshing" and restful, something done by people who appear healthy and active.	**HLTH**
HAPPY	=	**Joyful, exhilarated, ecstatic, playful** Associates tobacco use with pleasurable emotions.	**HAP**
FUN	=	**Humorous, clever, witty** Associates tobacco use with fun, "good times", and amusement.	**FUN**
_____	=	_____	_____
_____	=	_____	_____
_____	=	_____	_____