



LESSON PLAN

STRUCTURE:

Overview

Outcomes

Preparation

Procedure



LESSON NAME: PLEASE DON'T SMOKE

DURATION: 4 x 60 min

AUTHOR: Mariafelicia Disabato, Italy

OVERVIEW

Popular culture and the media play powerful roles in young people's lives. Through movies, television, advertisements and other media, we are exposed to a wide range of messages about tobacco use. Tobacco advertising increases young people's risk of smoking by using themes that appeal to them. What is usually missing from these messages, however, are the life-threatening risks associated with the tobacco use.

This lesson aims to help students in becoming aware of the main strategies present in the advertising campaigns that lead people to smoke. It is known that tobacco advertising is banned all over Europe. However, a closer look can help us to realize the presence of forms of hidden advertising by which the big cigarette manufacturers try to circumvent the ban.

LEARNING OUTCOMES

The students will be directed to identify the presence of the marketing strategies related to tobacco and will be guided to recognize the hidden mechanism of the advertising that makes the use of tobacco seem normal and seductive, through the construction of images, texts, situations and attractive brands.

The students will be invited to suggest possible messages for an advertising campaign against smoking targeting young people, based on emphasizing the positive aspects of not smoking.

The students will be able to:

- understand some of the physical dangers of smoking;
- analyse tobacco ads and identify the marketing techniques and strategies used;
- recognize the hidden mechanism of the advertising that makes the use of tobacco seem normal and seductive;



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- identify and debunk misleading, erroneous messages in advertising
- create advertisements about the truth of cigarette smoking.

PREPARATION AND MATERIALS

For this lesson you need:

- newspapers or magazines containing tobacco advertisements.
- wall projector, internet connection and several computers.

PROCEDURE

1st hour

- 1) Lead the class in a discussion about **the dangers of smoking** (you can use the **attached** file # 1) and about what factors influence their opinions about smoking, such as family, friends, celebrities, television, music and advertisements.
- 2) Ask them to think about direct or indirect forms of tobacco advertisements (on newspapers, on TV, on the internet...) and ask them if it usually seems a good or bad thing (see the attached file # 2).
- 3) Discuss about **EU ban on cross-border tobacco advertising** and sponsorship in the media.
<http://ec.europa.eu/health/tobacco/advertising/indexen.htm>

2rd hour

- 1) Divide the class into small groups and have them look at magazines, newspapers or internet in order to find at least one tobacco advertisement.
- 2) Let the students answer the questions about the chosen advertisement (see the attached file # 3).
- 3) Share your opinions.

3rd-4rd hour

- 1) Have each group discuss what a truth-telling advertisement for cigarettes is like (see the attached file #



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- 4).
- 2) Each group creates his own advertising campaign against smoking targeting young people, based on emphasizing the positive aspects of not smoking; they can create a meme using Imgur <http://imgur.com/memegen> (see the attached **tutorial**).
- 3) Each group present its own advertising campaign using wall projector.