

## Looking at Tobacco Advertising

Tobacco advertising has specific goals. As you look at tobacco advertisements, you might see pictures and words that:

- Make a person feel good about the fact that they smoke
- Minimize how smoking makes people sick and kills a lot of people
- Imply that smoking makes one glamorous, sexy, and desirable
- Remind people of good times with friends
- Pair smoking with financial success
- Emphasize smoking as part of having a fun and exciting life
- Make a person feel a part of something special
- Suggest that smoking and rebellion or being wild and free go together (question authority)
- Uniquely appeal to something important to a racial/ethnic group
- Suggest that people can use a tobacco product without ever having smoke in the room, thus dispelling the issue about secondhand smoke

Do you see any of these?

