

EXAMINING THE INFLUENCE THAT THE MEDIA HAS ON ALCOHOL AND DRUG USE



INTRODUCTION

The purpose of this unit is to actively involve students in examining how the media influences alcohol and drug use.

Active learning is central to this unit. Encourage all students to get involved. The unit makes extensive use of Talking Circles. The Talking Circles provide an opportunity for students to share ideas and work collectively on projects. Use the Talking Circles Rules Poster to introduce the concept before beginning the unit.

The lessons also ask each group to select a messenger who will summarize the group's discussion and share this information with the entire class. Each group should select a messenger before beginning the unit. The messenger's responsibilities can be reassigned periodically.

MEDIA INFLUENCE UNIT OUTLINE

GOALS: Students will increase their knowledge of:

- The influence that the media has on alcohol and drug use.

OBJECTIVES: Students will be able to:

- Identify and describe how the media portrays alcohol and drug use.
- Demonstrate how the media influences attitudes.
- Develop a positive media message for use in a media campaign.

METHODS: The teaching/learning methods include:

- Brainstorming
- Small Group Problem Solving and Consensus Building
- Classroom Discussion
- Role-Playing

OPTIONS: Other options for using this unit:

- In addition to analyzing magazine ads, ask students to use the Advertisement Review Guide to analyze TV or radio ads or billboards.
- In addition to or as another option, ask students to use photographs or slides to create a media message about not using alcohol and other drugs.

MEDIA INFLUENCE INDEX

LESSONS: Lessons include:

	Page
• Media Scrapbook.....	5
• Media Role-Play.....	8
• Media Posters.....	10

MATERIALS: The teaching aids and materials in supplemental packet include:

	Item
• Worksheets/Group Study Guides	
-Advertisement Review Guide.....	M#1
-Role-Play Guide.....	M#2

ADDITIONAL MATERIALS:

	Page
• Talking Circles Rules Poster.....	4

TALKING CIRCLE RULES

- LISTEN QUIETLY WHEN SOMEONE IS TALKING
- EVERYONE'S IDEAS ARE IMPORTANT



- NO PUT DOWNS
- IT'S OKAY TO JUST LISTEN

NAME OF ACTIVITY: Media Scrapbook

UNIT: Media Influence

LEVEL: 7-12

TIME REQUIRED: 45 minutes

When the student has completed this activity, he/she will be able to:

OBJECTIVES:

- Identify and describe how the media portrays alcohol and drug use.

RESOURCES:

- Magazines with liquor advertisements. Students should be asked several days in advance to begin collecting magazines with liquor ads in them.
- Advertisement Review Guide (M#1)

PROCEDURE:

- Explain that the purpose of this activity is to examine how the media portrays alcohol and drug use.
- Ask students to form Talking Circles. Remind the messenger that he/she is responsible for presenting a summary of the group's discussion to the whole class.
- Ask each group to develop a list of common images and words they associate with drinking. Messenger records the list.
- Distribute two Ad Review Guides to each student. Ask each student to select an article from the magazines they brought and complete their guides.
- When students have completed their guides, ask them to discuss the following questions:
 - How are the images and words in the ads like the images and words identified by the group?
 - How are they different?
- Ask the messenger to present a summary of their group's ideas.
- When the messengers have given their reports, ask the class to discuss the role advertisements play in influencing their attitudes about alcohol and their decision to use or not.

CLOSURE:

- Summarize by stating that the media can play an important role in influencing behavior. It is important to understand what our attitudes are, where they come from and how they affect our behavior. Students could create a bulletin board using their ads and ad guides.

ADVERTISEMENT REVIEW GUIDE

PASTE THE AD HERE:

What are the main images and words in the ad?

Are the characters and images realistic?

Would this ad be effective in influencing you? Why or why not?

NAME OF ACTIVITY: Media Role-Play

UNIT: Media Influence

LEVEL: 7-12

TIME REQUIRED: Several Class Sessions

When the student has completed this activity, he/she will be able to:

OBJECTIVE:

- Identify and describe how the media portrays alcohol and drug use.
- Demonstrate how the media influences attitudes.
- Develop a positive media message for use in the media campaign.

RESOURCES:

- Role-Play Guide (M#2)
- Video Camera and VCR

PROCEDURE:

- Explain that the purpose of this activity is to examine and demonstrate how the TV media portrays alcohol and drug use and to use the strength of the media to create a positive message.
- Ask students to form Talking Circles. Distribute the Role-Playing Guide, one for each group. Remind the messenger that they are responsible for completing the guide.
- Ask each group to develop a list of images they would like to include in a TV media message.
- Ask the group to use these images to develop a script or a TV advertisement that gives a message about not using alcohol and other drugs.
- When the groups have all completed their guide and rehearsed their advertisement, ask them to present it to the class. Use the video equipment to record it.
- When all the ads have been presented and taped, review them.

CLOSURE:

- Summarize by discussing how the images in the student produced ads are similar and/or different from TV commercials promoting alcohol. Discuss possible uses for the student-produced ads. The ads could be used on a local TV station or presented as discussion starters to other groups.

ADVERTISING ROLE-PLAYING GUIDE

List the images you want to include in your ad promoting no use of alcohol and/or drugs.

1. Identify and describe the role of each main character:

a. _____

b. _____

c. _____

d. _____

e. _____

f. _____

2. Assign roles to group members.

3. Each student writes a brief script for their character.

4. Practice the role play.

5. Develop at least two discussion questions for the class to be asked when you have completed your role play.

NAME OF ACTIVITY: Media Posters

UNIT: Media Influence

LEVEL: 7-12

TIME REQUIRED: Several Class Sessions

When the student has completed this activity, he/she will be able to:

OBJECTIVES:

- Identify and describe how the media portrays alcohol and drug use.
- Demonstrate how the media influences attitudes.
- Develop a positive media message for use in a media campaign.

RESOURCES:

- Art materials for making posters

PROCEDURE:

- Explain that the purpose of this activity is to examine and demonstrate how the visual media portrays alcohol and drug use and to use the strength of the media to create a positive image.
- Ask students to form Talking Circles. Ask Each group to develop a slogan and a list of images they would like to include in a poster or series of posters that promote a message about not using alcohol and other drugs. Students develop posters over several class sessions.
- When the groups have all completed their poster (s) ask them to present it/them to the class.

CLOSURE:

- Summarize by discussing how the images in the student produced ads are similar and/or different from magazine ads promoting alcohol. Discuss possible uses for the student produced ads. The ads could be used in local newspapers, displayed in the school or presented as discussion starters for other groups.