

TRICKS OF THE TRADE**WORK
SHEET
5**

Tobacco companies use plenty of tricks to keep you from thinking about the dangers of smoking. Look through magazines that feature tobacco ads, like Rolling Stone, Sports Illustrated, Mademoiselle, Glamour, and TV Guide. Locate five to ten ads for cigarettes or spit tobacco before you answer the questions below. If possible, cut out or photocopy your ads and staple them to this worksheet.

1. Which ads use bright colors, large pictures, cartoon characters, or humor?
What age group do you think these ads are aimed at?

2. Which ads use cowboys, farmers, or construction workers? What kind of image are these ads promising to smokers?

3. Which ads contain refreshing outdoor scenes or words like *clean* and *cool*? Why do you think tobacco companies want consumers to focus on clean images?

4. Which ads show people being fit and active? How are these ads dishonest?

5. Which ads target women by mentioning independence, thinness, or other so-called "woman" things? Which ads are aimed at a particular ethnic group? How does "group bonding" help these ads influence certain population groups?

6. Several cigarette brands now offer "natural" or "additive free" versions. Do you think these cigarettes are healthier than regular brands? How might people mistake the phrase additive free for a similar phrase with a different meaning?

7. Do the models in the ads you found have white teeth? How is this false advertising?

8. Are there any ads that don't feature young, beautiful people having fun and doing grownup things? What seems to be the average age of the people featured in the ads? Is this an accurate view of life for a smoker?
