

Student Handout

Questions for Reflection

Name _____

Please complete the following questions.

1. The most interesting part of this unit was:

The most interesting part of this unit was comparing reasons why adults and teens smoke and drink.

2. The least interesting part of this unit was:

The least interesting part of this unit was categorizing the ads.

3. Describe how what you have learned about advertising in this unit has improved your ability to make healthy choices.

Now I know that companies disguise their ads to make the consumer want to buy the product so I won't give in to that now.

4. What do you think is the most valuable thing you have learned about advertising?

The most important thing I learned about advertising is the techniques companies use to make us want their product.

5. Do you think learning about advertising techniques will make you better able to resist advertising for products that have a negative influence on health? Explain your answer.

I do think that I will be able to resist product that have a negative influence on health because I know that that the things the company says about the product aren't necessarily true.

6. Are there other products or services that you have become aware of that use advertising techniques similar to those used to sell alcohol or tobacco products? Give some examples, and your opinion of whether it is a product or service that promotes health.

On the soda commercials (Mt. Dew), they always have young, energetic people drinking Mt. Dew.

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1. The most interesting part of this unit was: the ad parody section. I liked the way we took the message on the ad and changed them to tell people what the product really does.

2. The least interesting part of this unit was: writing the letter to the president. I didn't like thinking up questions to ask him and what I wanted change.

3. Describe how what you have learned about advertising in this unit has improved your ability to make healthy choices.

I learned that companies can target certain age groups by placement of the ad and the content and/or characters on the ad.

4. What do you think is the most valuable thing you have learned about advertising?

The most valuable thing was how companies will lie to sell you stuff and it could harm you.

5. Do you think learning about advertising techniques will make you better able to resist advertising for products that have a negative influence on health? Explain your answer.

It will help because now we know what to look for and that they usually lie.

6. Are there other products or services that you have become aware of that use advertising techniques similar to those used to sell alcohol or tobacco products? Give some examples, and your opinion of whether it is a product or service that promotes health.

Some shoe companies make people look cool and make the consumers do think they look athletic if they buy them. They do nothing to promote health.

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Please complete the following questions.

1. The most interesting part of this unit was: *the ad parody*
2. The least interesting part of this unit was: *the letter to the president*
3. Describe how what you have learned about advertising in this unit has improved your ability to make healthy choices. *I learned that you have to look past the prettiness and enter good vision techniques but what are they really trying to say.*
4. What do you think is the most valuable thing you have learned about advertising?
I think the most valuable thing that I have learned is to not trust all ads.
5. Do you think learning about advertising techniques will make you better able to resist advertising for products that have a negative influence on health? Explain your answer.
Yes, I think that since I learned about advertising techniques I will be able to resist smokings.
6. Are there other products or services that you have become aware of that use advertising techniques similar to those used to sell alcohol or tobacco products? Give some examples, and your opinion of whether it is a product or service that promotes health.
A product that uses similar techniques is Pringles. They say there is less fat and greasiness. Also they make people stand out that eat their product.