

## Behind the Buzz

### Teacher Overview

#### Learning Objectives

- Students will be able to identify the various techniques used by the media to sell a product.

#### Key Messages

- Don't be fooled...There are many ways the media influences your decision making in order to get you to buy/use their product.

#### Curriculum Expectation

- **D3.3** – Identify personal and social factors (e.g., emotional, physical, mental, spiritual, cultural, legal, media, and peer influences) that can affect a person's decision to drink alcohol or use cannabis at different points in their life.

#### Materials

- Crossword puzzle

#### Activity

- Discuss as a class the various ways media is used to make products (such as alcohol) appealing.
- Create a list of media influences/advertising techniques such as the following on the board or flip chart – Media influences/advertising techniques:
  - Humour
  - Bandwagon (everyone is doing it) or the reverse (you'll be unique)
  - Celebrity endorsement
  - Scare tactics
  - Colour
  - Design
  - Music (e.g., jingles that are easily remembered)
  - Health (e.g., using this product will improve your health)
  - Body image (e.g., slim for females, muscular for males)
  - Link between product and certain lifestyle
- Ask students which techniques are being used in advertisements they have seen.
- Hand out crossword puzzles (to be used after discussion).
- Review answers with class as needed.

