

Media Role Play #1

The Tobacco Company's Influence

The Situation:

The research department at a tobacco company has told the president of the company that if people don't start smoking before the age 18, then they probably won't start smoking at all! The president is worried and calls the advertising department together and asks them to come up with a new advertising campaign to promote smoking their brand of cigarettes. It would be targeted at teenagers.

The Task:

You are now part of the tobacco company's advertising department. You must come up with an ad campaign to promote smoking your cigarettes. You are trying to get teenagers to start smoking your cigarettes.

The Presentation:

The presentation can include any of the following:

- You can show your ad by just describing what it would look like or be like.
- You can create a storyboard with drawings and/or pictures.
- You can act out your commercial or ad.

The Discussion:

Did our message get across? Why or why not?

Did our ad influence you?

What would have convinced you to buy our product?

