

What You'll Learn

1. Discuss steps to follow to analyze influences on health.
2. Explain why it is important to be media literate.
3. Identify questions to ask when evaluating ads.
4. Identify ten appeals used in advertisements.



Key Terms

- media
- advertisement (ad)
- commercial
- technology
- culture
- media literacy
- advertising



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Influences on Health


- Influence is the ability to indirectly sway an opinion, a choice, or an outcome.
- You can take charge of the amount of influence people, media, and culture have on your health.
- There are four steps you can take to master this life skill.

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How to Analyze Influences on Health

1. Identify people and things that might influence you.

– Make a list of the people who have the most influence on you.

 – **Media** are the various forms of mass communication.

 • An **advertisement**, or **ad** is a paid announcement about a product or service.

 • A **commercial** is an advertisement on television, radio, or the Internet.

How to Analyze Influences on Health

1. Identify people and things that might influence you.

- **Technology** in media takes the form of using high-tech equipment to communicate information.
- **Culture** is the arts, beliefs, and customs that make up a way of life for a group of people at a certain time.



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How to Analyze Influences on Health

2. Evaluate how the influence might affect your health behavior and decisions.

- Use the Guidelines for Analyzing Influences on Health on the next slide to discover how you react to each of the influences in your life.
- 🔊 – **Media literacy** is the skill of being able to recognize and evaluate the influence of messages in media.

How to Analyze Influences on Health

Guidelines for Analyzing Influences on Health

- Does this influence promote healthful behavior?
- Does this influence promote safe behavior?
- Does this influence promote legal behavior?
- Does this influence promote behavior that shows respect for myself and others?
- Does this influence promote behavior that follows the guidelines of responsible adults, including my parents or my guardian?
- Does this influence promote behavior that demonstrates good character?

How to Analyze Influences on Health

3. Choose positive influences on health.

- Your goal is to be influenced only in positive ways.
- Associate with people who influence you to make responsible decisions and practice healthful behaviors.
- Watch television programs, play computer games, and listen to music or lyrics that encourage positive responses from you.

How to Analyze Influences on Health

4. Protect yourself from negative influences on health.

- As you analyze different influences, you will become aware of some that are more negative than positive.
- Whenever possible, reduce your exposure to negative influences on health.

LESSON 4

Analyzing Influences on Health



play



Advertisements

- **Advertising** is a form of selling products or services.
- People who create ads carefully develop them to appeal to the wants and needs of a certain audience.

How to Evaluate Advertisements

- **Ads are designed to influence people.**
 - A person's feelings as to what life will be like if he or she used a certain product are influenced by ads.
 - People who create ads design them to appeal to people who want to be popular.
 - To make a healthful choice, always evaluate ads before being motivated to purchase a product or service.

How to Evaluate Advertisements

Questions to Evaluate Ads

Smart consumers ask these questions whenever they see an advertisement.

- What is being advertised?
- Where and when did the ad appear?
- Why was this particular type of media selected?
- Who appears to be the targeted audience?
- What advertising appeals are used in the ad?
- What does the advertiser want me to believe?

How to Evaluate Advertisements

Questions to Evaluate Ads

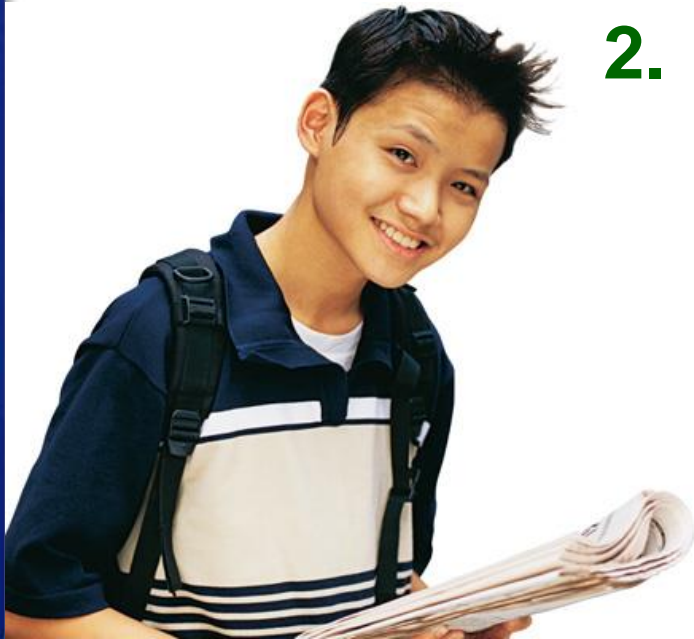
Smart consumers ask these questions whenever they see an advertisement.

- What do I know to be fact?
- Will the product or service in the ad promote health and safety? Is it legal? Will its use promote self-respect and respect for others, follow family guidelines, and demonstrate good character?

How to Evaluate Advertisements

Ten Advertising Appeals

- 1. Brand loyalty appeal** This technique tries to convince a person that one particular brand is better than all the others.
- 2. False image appeal** This advertising technique tries to convince people that they will have a certain image by using a particular product or service.



Click the mouse button or press the space bar to display information.

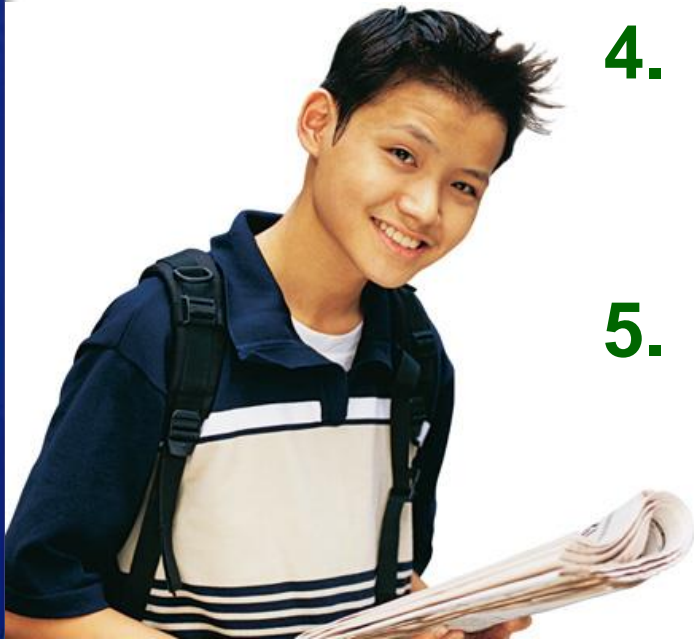
How to Evaluate Advertisements

Ten Advertising Appeals

3. Bandwagon appeal This advertising technique implies that everyone you know is using this brand.

4. Humor appeal This advertising technique contains something that sticks in the mind.

5. Glittering generality appeal This technique contains an exaggerated appeal that gets to your emotions.



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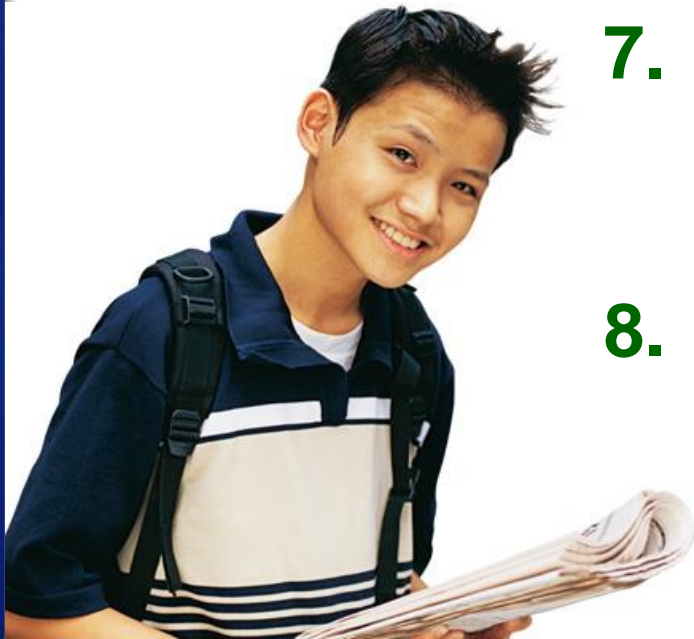
How to Evaluate Advertisements

Ten Advertising Appeals

6. Scientific evidence appeal This technique uses data from surveys and laboratory test results to try to convince you this product is the best.

7. Progress appeal “The latest version is the best one to buy because it is new!”

8. Reward appeal This advertising technique often offers a special prize, gift, or coupon.



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How to Evaluate Advertisements

Ten Advertising Appeals

9. Sex appeal This technique tries to convince you that a certain brand will make you attractive and alluring beyond your wildest dreams.

10. Testimonial appeal This technique uses a spokesperson, who sometimes is famous, to name the benefits of the product or service.



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How to Evaluate Advertisements

Why do teens need to understand how advertisements try to influence their decisions?



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Study Guide

1. Match the following terms and definitions.

- | | |
|------------------------|--|
| <u>D</u> advertising | A. using high-tech equipment to communicate information |
| <u>B</u> culture | B. arts, beliefs, and customs that make up a way of life for a group of people |
| <u>C</u> media | C. the various forms of mass communication |
| <u>A</u> technology | D. a form of selling products or services |
| <u>E</u> advertisement | E. a paid announcement about a product or service |

ANSWER

Click the mouse button or press the space bar to display information.

Study Guide

2. Choose the advertising appeal that best matches the statement.

- E brand loyalty appeal
- D false image appeal
- C bandwagon appeal
- A progress appeal
- F reward appeal
- B testimonial appeal

- A. "New and improved!"
- B. "I personally guarantee that you will be satisfied."
- C. "This is the hottest new product that everyone is using!"
- D. "This model will make you feel sporty!"
- E. "No other brand can compare!"
- F. "Buy one, get another for half-price!"

ANSWER

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Study Guide

3. Describe media literacy.

Media literacy is the skill of being able to recognize and evaluate the influence of messages in media

ANSWER

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End of the Lesson

MENU



Lesson Resources



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LESSON
RESOURCES

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