



Tulare County Office of Education | CHOICES TUPE Newsletter

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Media influence and big tobacco companies

The CHOICES TUPE program helps students understand the consequences of unhealthy decisions such as choosing to use tobacco, alcohol, and other drugs. Through the program, students discover information and build skills they can use to successfully transition through important life milestones.



Media

- Media is a form of communication that can be found on television, radio, internet, magazines, billboards, social media applications, platforms, movies, music, and more.
- Media influence is powerful and can change our behaviors and thoughts towards material items and how we view important people.



Big tobacco companies

- The Centers for Disease Control (CDC) reports that in 2019, about \$22.5 million was spent every day on marketing.
- This money is spent on different tactics to convince people (especially youths) to buy their product in hopes of creating a lifelong customer (addict).



Advertising technique awareness

Advertisers use techniques to convince a person to buy a product. There are many techniques they use that we can recognize. These include influencer endorsement, maturity appeal, fun or relaxation appeal, promise of popularity, and more. Sometimes techniques, like misleading or untrue information, are used to create a false advertisement. This has been historically present with big tobacco companies when they market tobacco products.



Video Resources

[youtube.com/watch?v=TfECiHfAInI](https://www.youtube.com/watch?v=TfECiHfAInI) (Social media influence on purchases)
[cdc.gov/tobacco/data_statistics/fact_sheets/tobacco_industry/marketing/](https://www.cdc.gov/tobacco/data_statistics/fact_sheets/tobacco_industry/marketing/) (CDC statistics)

“Advertising confuses values... By appealing either to fear, or to pride, or to greed, it very skillfully suggests false values.” – Ann Bridge

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