**Tobacco Magazine Advertisement**

Family and Individual Health: Summative Assessment

Assignment: Find at least one tobacco advertisement. Identify and list the different strategies companies use in their advertising. Some strategies might be bandwagon, fact versus opinion, fantasy, humor, sensory appeal, statistics or testimonial.

Answer the following questions:

1. Is the ad targeted at a specific group? Explain in details and complete sentences.
2. Does the ad give a good reason for using the product? What is the reason?
3. Does the ad make unbelievable claims?
4. Does the ad give useful information about the long or short term effect of tobacco use?
5. What is the Surgeon Generals warning?

Attach your advertisement to this sheet.