

Name _____

The Influence of Alcohol Advertising: What You Need to Know

Multiple Choice Questions

1. What is the goal of alcohol advertising?
 - a) To educate people about the dangers of alcohol
 - b) To promote responsible drinking
 - c) To make people want to buy and consume alcohol
 - d) To discourage alcohol consumption

2. How does alcohol advertising use persuasion to influence perceptions?
 - a) By showing the negative consequences of drinking
 - b) By creating positive associations between alcohol and happiness
 - c) By promoting healthy lifestyle choices
 - d) By highlighting the dangers of alcohol

3. What is one way alcohol advertising can shape perceptions of alcohol?
 - a) By emphasizing the negative aspects of drinking
 - b) By showing the whole truth about alcohol consumption
 - c) By creating a positive association between alcohol and fun
 - d) By discouraging social acceptance of drinking

4. Why is it important to think critically about alcohol advertising messages?
 - a) Because alcohol ads are always honest and accurate
 - b) Because critical thinking helps us make responsible choices
 - c) Because alcohol advertising encourages excessive drinking
 - d) Because ads promote the benefits of alcohol consumption

5. What is a key tip for making responsible choices about drinking in relation to alcohol advertising?
 - a) Avoid discussing alcohol advertising with friends and family
 - b) Believe everything you see in alcohol ads
 - c) Know your limits and consider the potential risks and consequences
 - d) Seek information from unreliable sources

