

Name \_\_\_\_\_

## The Influence of Alcohol Advertising: What You Need to Know

### Open-Ended Response Questions

1. Explain the power of persuasion in alcohol advertising. Provide examples of how advertisements use persuasion to influence perceptions of alcohol.
2. Discuss the potential impact of alcohol advertising on social acceptance and peer pressure. How can these factors affect individuals' decisions about drinking?
3. Why is it crucial to have reliable information about the effects of alcohol on health and well-being when considering the influence of alcohol advertising? How can this knowledge help individuals make responsible choices?
4. Describe the role of critical thinking in evaluating alcohol advertising messages. Why is it important to look beyond the glamour and consider potential risks and consequences?

