

Name _____

The Influence of Alcohol Advertising: What You Need to Know

Short Answer Key

1. Alcohol advertising often shows people having a great time and appearing happy when they consume alcohol, creating a positive association between alcohol and happiness.
2. Understanding the influence of alcohol advertising allows individuals to critically assess the messages they see and make informed choices about drinking, considering potential risks and consequences.
3. One tip mentioned is to "think critically about the message it's sending" and not be swayed by the glamour, but rather consider the potential risks and consequences.
4. Alcohol advertisements often leave out the negative aspects of alcohol consumption, such as potential health risks and negative consequences.
5. Open and honest conversations with friends and family about alcohol advertising are essential to share thoughts, concerns, and knowledge, creating awareness and promoting responsible choices.

