

**D.A.R.E.  
FAMILY  
ACTIVITY**

**3**

# Get Real!

## Introduction

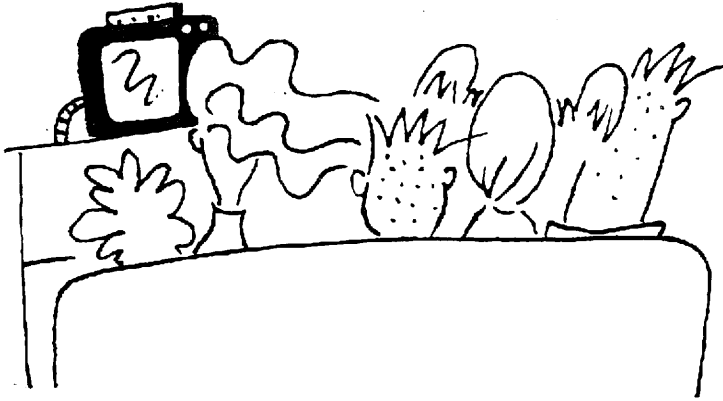
Your D.A.R.E. student has completed a lesson on how the media—television, radio, newspapers, magazines, billboards and movies—can influence young people to use alcohol and tobacco. Many people also believe that violence on TV, movies and video games play a role in the amount of violence in our communities. This activity will give you and your D.A.R.E. student an opportunity to talk about this together.

The tobacco and alcohol industry says that their marketing is not aimed at children and teenagers, but much of it reaches and attracts young people. Experts believe that children are extremely receptive to advertising images. All one has to do is look around to see the brand names of clothing and styles that are popular to know that is true. Alcohol and tobacco companies have very successfully used images that appeal not only to adults but often to children.

Remember that talking with your child on a regular basis about your values and attitudes toward alcohol, tobacco, other drugs and violence does positively influence your child. Talking about these issues and how they are presented in the media, gives you a chance to share your thoughts, attitudes and expectations. You can help your child understand the influences presented through the media.

In examining how advertising works, young people become more knowledgeable and hopefully will make healthier decisions as consumers.

Have a great discussion!



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## Directions:

In the D.A.R.E. program, media is defined as any means of communication that reaches or influences large numbers of people. The following situations describe ways that we all are influenced by media. Read each situation and then discuss your answers to the questions.

1. Nathan is in 5th grade. He wants to go see the latest action movie but it is rated PG13 because of the violence.

*Do you think violence in the movies influences people to be more violent? Why or why not?*

*Should Nathan be able to go with his friends to the movie? Why or why not?*

*Should Nathan be able to go with his parents to the movie? Why or why not?*

2. Your family is watching your favorite show and a clever, fun beer commercial comes on.

*Why do you think the advertisers use good looking people, animals or funny situations in their ads?*

*How do these techniques influence or pressure people to use the product?*

3. Vang has seen a new T-shirt advertising a brand name cigarette. Many of his friends already have one. He has his own money to buy one, but his Mother says no.

*Why do tobacco companies put their "advertising" on T-shirts?*

*Do you think it works as an advertising technique? Why or why not?*

*Do you think his Mother should let him buy the T-shirt? Why or why not?*

4. Vanessa pleads with her parents to buy \$90 tennis shoes and is very upset when they agree to spending \$40 on her next pair of shoes.

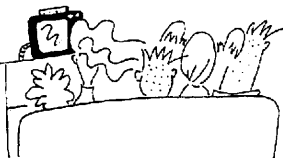
*What is influencing Vanessa in wanting the \$90 shoes?*

*Does advertising really influence our choices? How?*

5. Paul knows his parents do not approve of him listening to a radio station that plays music with violent themes.

*Does listening to music that contains violence really influence people? How?*

*What would you say to Paul and what would you say to Paul's parents?*



Please sign and return this portion of the activity to school before the next D.A.R.E. class. Thank you for your involvement!

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D.A.R.E. Student

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D.A.R.E. Parent

Comments: \_\_\_\_\_