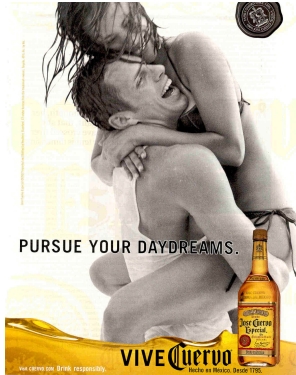
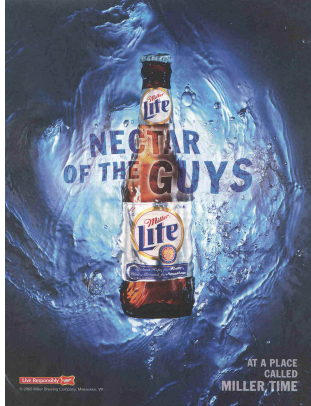


Alcohol: Deconstructing Alcohol Ads

 An advertisement for Quervo featuring a couple embracing. The text "PURSUE YOUR DAYDREAMS." is at the top, and "VIVE Quervo" is at the bottom. A bottle of Quervo is visible on the right.	<p>Analyzing Alcohol Advertisements & Marketing</p> <p>A resource for educators</p> <p>©2004, Frank Baker, media educator</p>	 An advertisement for Miller Time featuring a bottle of Miller beer inside a blue, icy sphere. The text "NECTAR OF THE GUYS" is written across the sphere. At the bottom right, it says "AT A PLACE CALLED MILLER TIME".
--	--	---

Deconstructing Alcohol Ads

Want to help your students better understand how to read advertisements? There are a number of excellent resources in [this document](#) I created for the SC State Department of Education (see category ADVERTISING)

[7 Myths Alcohol Advertisers Want You to Believe](#)

[Techniques of Persuasion](#)

Other Questions To Ask About Alcohol Ads

[Deconstructing An Alcohol Ad](#) (pdf, 4 pages)

[A Primer on Analyzing Television Commercials](#) (Alcohol Ads)

[Alcohol Propaganda: Analyzing & Countering Alcohol Industry Ads](#) (pdf, 8 pages)