

Alcohol: National Teaching Standards

 An advertisement for Quervo featuring a couple embracing. The text "PURSUE YOUR DAYDREAMS." is at the top, and "VIVE Quervo" is at the bottom next to a bottle of Quervo. A small seal is in the top right corner.	<p>Analyzing Alcohol Advertisements & Marketing</p> <p>A resource for educators</p> <p>©2004, Frank Baker, media educator</p>	 An advertisement for Miller Nectar of the Guys featuring a bottle of beer inside a blue, icy sphere. The text "NECTAR OF THE GUYS" is written across the sphere, and "AT A PLACE CALLED MILLER TIME" is at the bottom right.
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NATIONAL TEACHING STANDARDS

(go [here](#) to locate your state's standards for media literacy & health)

McRel National Standards:

Health Standard 2 Knows environmental and external factors that affect individual and community health

Level III Grade : 6-8 2. Understands how various messages from the media, technology, and other sources impact health practices (e.g., health fads, advertising, misconceptions about treatment and prevention options)

Health Standard 9 Understands aspects of substance use and abuse

Level II Grade : 3-5 2. Knows influences that promote alcohol, tobacco, and other drug use (e.g., peer pressure, peer and adult modeling, advertising, overall availability, cost)

National Educational Technology Standards for Students

ADVERTISING

Middle Grades 6-8

Students in our society are constantly bombarded by advertisements. Technology has not only added to the impact and quantity of advertising but has led to the development and proliferation of new types of

advertising. Fortunately, technology is a powerful tool in the hands of students for investigating and understanding the impact of advertising on their lives.