MEDIA MAPPING
ENTERTAINMENT

Observe the types of tobacco messages that exist in the media you consume. Please keep the following logs for one week. Identify the medium where tobacco is used and how often tobacco use occurs. On the attached sheet define where tobacco use occurred (foreground/background) and discuss how tobacco is glamorized, normalized, or how it is used to portray character traits. Include TV, Radio, Movies, Internet, magazines, books, music, computer games, cell phone.

Message Medium	Message	Target Audience/Why?	Persuasion Technique
TV drama (Law and Order)	Young cop smokes. He is tough and appears cool and confident.	13-18 boys	Bribery