

**ADDICTIONS FOUNDATION OF MANITOBA
AUDIOVISUAL RESOURCES**

SUBJECT HEADINGS

ADVERTISING

Ad-libbing it (ajdl)

Gr. 4-6: 18 minutes

VHS; 1993

Comprehensive Health Education Foundation

VTR/HF 5827/.A3/1993

A video about the business of selling drugs. Using actual advertisements from various media, Dr Robert Jaffe shows in an informative and entertaining way how producers of tobacco and alcohol products exert influence on consumers and potential consumers, especially young people.

Big break, The (ajxc)

Gr. 4-6, Adult; 16 minutes

VHS; 1990

VTR/HF 5827/.B5/1989

Series : Your choice, our chance

In this program, 17-year-old Deborah has to decide whether to accept a job as a model for the Dazzle Berry Vodka Cooler's advertising campaign.

Body image trap, The (ajnc)

Senior 1-Senior 4; 30 minutes

VHS; 1993

Hazelden

VTR/RC 522/.E18/B63/1993

Getting caught in the body image trap means to many young people that they never feel satisfied with their looks. This video looks at taking control of how we see out bodies. The young adults portrayed struggle against the pressures of parents, peers and media to have that "perfect" body.

Calling the shots (ajea)

Senior 1-Senior 4, Adult; 28 minutes

VHS; 1982

Kinetic

VTR/HF 5827/.C35/1982

The lecturer in this film demonstrates how advertisers try to recruit new drinkers, increase consumption and get people to select their particular brand of alcohol. She contends that the ads use sex and prey on feelings of insecurity, etc., and concludes by saying that we must be aware of what is happening so that we can resist.

Family and peer factors (ajft)

Senior 1-Senior 4; 28 minutes

Adult; 1979

Hazelden

VTR/HF 5827/.F35/1979

Pins down the basic truths of peer pressure as they relate to the use of alcohol and other drugs. Dealt with are commercial advertising and the need to be accepted by one's friends; where the use and/or abuse of drugs and alcohol is a basic fact in the lifestyle of adults and young adults today.

Get the message (ajhe)

Gr. 4-8; 20 minutes

VHS; 1984

Kinetic

VTR/HF 5827/.G47/1984

Young people get the message about alcohol and other drugs from many sources: advertising, television programs, parents, older siblings, music, sports heroes, etc. Real-life interviews with young people reflect their concerns about this pervasive problem that affects immediate families, other relatives, peers and friends. The film also stresses the fact that saying no to alcohol and other drugs is a right that everyone has.

I don't buy it!

Gr. 1-3; 15 minutes (Closed captioned)

VHS; 1992

VTR/HF 5827/.I3/1992

Series : Just For Me

In this program three children explore the world of advertising and learn how to question the claims of advertised products.

Influences (akrj)

Gr. 4-6; 15 minutes

VHS; 1991

VTR/BF 723/.D34/T3/1991/v.4

Series : Tes choix ta santé

Les medias ont une influence énorme, positive et negative, sur les valeurs des jeunes. D'un côté, ils apportent information, ouverture au monde, stimulation. D'un autre côté, ils sont remplis d'incitations à consommer. Les medias utilisent continuellement l'image des jeunes à des fins publicitaires. Apprendre à decoder ces images et les objectifs des publicitaires développera l'esprit critique et une meilleure comprehension de ces influences.

Smoke screen (aiyw)

Adult; 20 minutes

VHS; 1993

Intermedia

VTR/HF 5827/.S66/1993

For nearly a decade, Dave Goerlitz' image helped to sell cigarettes. But after years in the business, the former "Winston Man" realized he was selling a lie. He believes that people are influenced by brand images created by cigarette companies and that kids are targeted and affected by this "adult" advertising.