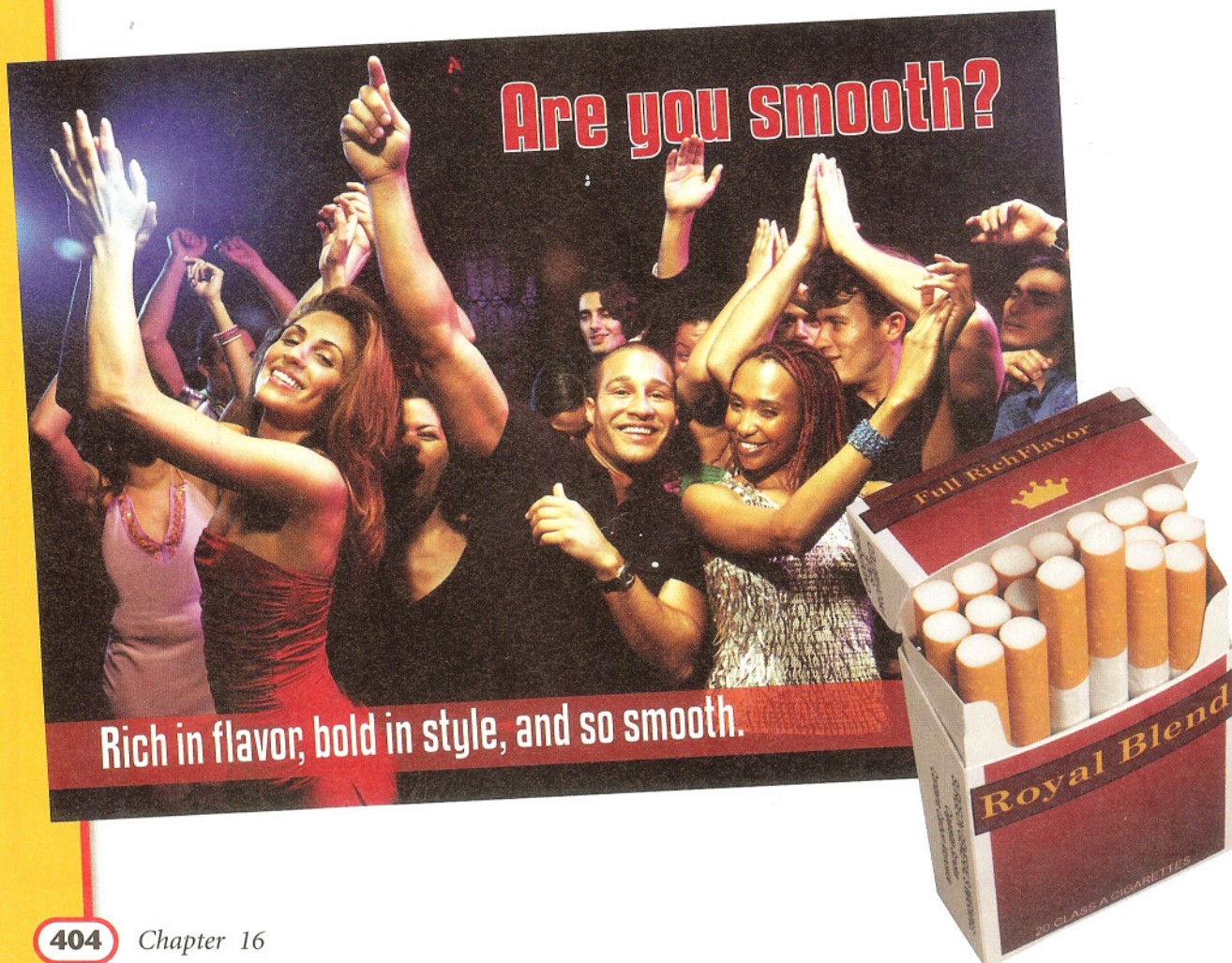


## Examining Advertising Tactics

Tobacco companies spend over 15 billion dollars a year on cigarette advertising and promotion. That is the equivalent of about 40 million dollars *each day* for an entire year.

Why do companies spend so much money on advertising? The ultimate goal of advertising, of course, is to increase a company's profits. To do this, advertising is used to attract new users, increase customer use of a product, or to persuade people to switch brands. On a daily basis, you are bombarded with hundreds of advertisements. Use the following guidelines to help you identify and resist the techniques that advertisers use to influence you.



## 1 Identify the tactics being used to sell the product.

These are some common advertising techniques.

- ▶ **Humor** Funny ads may cause you to associate a product with fun or feeling good.
- ▶ **Slogans and Jingles** Catchy phrases or tunes may help you remember the product.
- ▶ **Testimonials** “Satisfied customers” may convince you that the product works.
- ▶ **Attractive Models** The use of attractive models communicates the idea that attractive or successful people use the product.
- ▶ **Positive Images** The ad may imply that you need the product to be strong, independent, and successful.
- ▶ **Bandwagon Approach** The ad makes you think that everyone uses the product. You may want to “jump on the bandwagon” too.
- ▶ **Appeal to the Senses** The use of beautiful or exciting scenery, colors, or music appeals to the senses.
- ▶ **Price Appeal** The ad may imply the product is a better bargain than other products.

## 2 Identify the ad’s target audience.

These questions can help you determine whom an ad is trying to reach.

- ▶ In what setting does the ad take place? If it is a sporting event, for example, the ad is probably targeted at sports fans.
- ▶ What are the characters in the ad doing? If they are doing the latest fad, the ad may be targeted at teens or young adults.
- ▶ Where does the ad appear? Advertisers know which television shows and magazines attract the audience they want to reach.

## 3 Identify the ad’s message.

What exactly is the ad trying to convince you to believe?

- ▶ Write a one-sentence statement that describes what the ad wants you to believe about the product. Start your sentence as follows, “If I use this product, then . . .” For example, “If I use this product, then I will be happier and have more friends.”
- ▶ Reread the statement you wrote. Do you think it could be true? Why or why not?



### Practice the Skill

1. Examine the ad for a tobacco product on the previous page.
  - a. Identify the tactics being used by the advertiser.
  - b. Who do you think the ad is trying to reach? What is its message?
2. Gather several magazines aimed at different groups of people. For example, look at women’s magazines, men’s magazines, magazines for specific interests, and magazines for young people or college students.
3. Collect three different cigarette ads from the magazines. For each ad, describe the technique, setting, behavior, and characters used in the ad. Then write a one-sentence statement that expresses the ad’s message as you see it.
4. Work in a small group and compare ads. Identify the most common messages in cigarette ads. Are there different messages for different audiences?
5. Use one or more of the advertising techniques described here to create an anti-tobacco poster.

## Section 2

# Chemicals in Tobacco Products

### Objectives

- ▶ **Explain** how nicotine affects the body.
- ▶ **Identify** two other dangerous substances in tobacco smoke.
- ▶ **Examine** why smokeless tobacco is not a safe alternative to smoking.

### Vocabulary

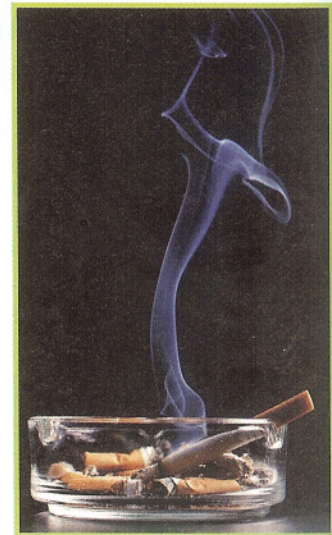
- stimulant
- tar
- carcinogen
- carbon monoxide

### Warm-Up

● **Myth** Low-tar and low-nicotine cigarettes are safer than regular cigarettes.

● **Fact** Although the amount of tar and nicotine in these cigarettes may be reduced, carbon monoxide levels are not. Also, smokers tend to smoke more of these cigarettes and inhale more deeply in order to feel the same effects as they felt from regular cigarettes.

● **WRITING** Where do you think that most teens get their information about tobacco products? How factual do you think this information is?



## Nicotine and the Body

Nicotine is a type of drug called a stimulant. **Stimulants** are drugs that increase the activity of the nervous system. In smokers, nicotine enters the blood mainly through the lungs. In smokeless tobacco users, nicotine enters the blood through the lining of the mouth or nose.

Once in the blood, nicotine reaches the brain within seconds. There, it takes the place of certain neurotransmitters—chemicals that send signals between cells. By mimicking these neurotransmitters, nicotine affects breathing, movement, learning, memory, mood, and appetite.

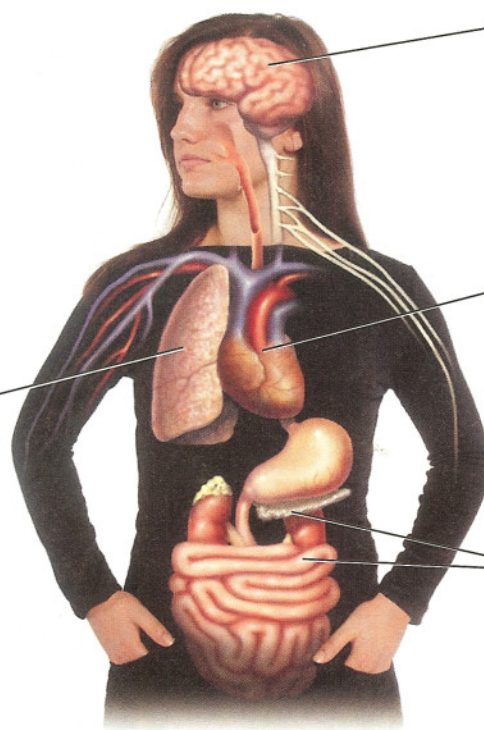
**Nicotine's Short-Term Effects** The immediate effects of nicotine on the body depend largely on how much nicotine is used and on the user's history of tobacco use. **The major short-term effects of nicotine use are increased heart rate, increased blood pressure, and changes in the brain that may lead to addiction.** Figure 4 outlines nicotine's short-term effects on several body systems.

First-time tobacco users may experience mild signs of nicotine poisoning, which include rapid pulse, clammy skin, nausea, and dizziness. However, in frequent users, nicotine stimulates the area of the brain that produces feelings of reward and pleasure. These effects last for about 30 minutes. It is these feelings that make the continued use of tobacco seem appealing.

## Effects of Nicotine

**FIGURE 4** Nicotine acts as a stimulant. It has many immediate effects on several body systems.

**Interpreting Diagrams** How does nicotine affect the heart? How does it affect the brain?



### Respiratory System

- Increases mucus production
- Decreases muscle action in the lungs' airways
- Causes breathing to become more shallow

### Nervous System

- Increases activity level
- Mimics neurotransmitters
- Decreases some reflex actions
- Activates the brain's "reward pathway"

### Cardiovascular System

- Increases heart rate and the force of contractions
- Increases blood pressure
- Reduces blood flow to skin
- Increases risk of blood clotting

### Digestive System

- Increases saliva production
- Decreases the amount of insulin released from the pancreas
- Increases bowel activity

**Nicotine Addiction** People who use tobacco frequently begin to rely on it for feelings of alertness and pleasure. Ongoing use of nicotine causes the body to develop a tolerance to nicotine. With tolerance, the user needs more and more nicotine to produce the same effects on the mind and body.

As tolerance increases, nicotine addiction develops. Once people are addicted, they experience strong cravings for nicotine. They might feel irritable or anxious in places or situations in which they cannot use tobacco.

The time it takes to become addicted depends on several factors including genetics, frequency of use, and age. Studies show that teens become addicted faster and more intensely than adults. In fact, it may take only a few cigarettes for some teens to become addicted.

**Psychological Dependence** Tobacco users might also become dependent on nicotine for psychological reasons. Tobacco use may become a habit used to cope with stressful situations. Or, it may become associated with social situations, such as hanging out with friends. These psychological factors can make quitting difficult.

**Nicotine Withdrawal** If a nicotine addict goes without nicotine for even a short time, he or she may experience nicotine withdrawal. Symptoms of nicotine withdrawal include headaches, irritability, difficulty sleeping, inability to concentrate, and intense nicotine cravings. Withdrawal effects may begin as soon as 30 minutes after the last dose of nicotine.

### Connect to YOUR LIFE

Have you ever observed someone experiencing nicotine withdrawal? Describe his or her behavior.

Go Online  
HEALTH LINKS™

**For:** Updates on nicotine  
**Visit:** [www.SciLinks.org/health](http://www.SciLinks.org/health)  
**Web Code:** ctn-5162

**FIGURE 5** Tobacco products contain many harmful chemicals. Some of these chemicals are a natural part of tobacco. Others are added when the tobacco is processed or form when tobacco is burned.

- Some Chemicals in Tobacco Smoke**
- Acetone
  - Ammonia
  - Arsenic
  - Benzene
  - Butane
  - Cadmium
  - Carbon monoxide
  - Formaldehyde
  - Hydrogen cyanide
  - Methanol
  - Naphthalene
  - Nickel
  - Propane
  - Stearic acid
  - Uranium
  - Vinyl chloride



Acetone is also found in nail polish remover.

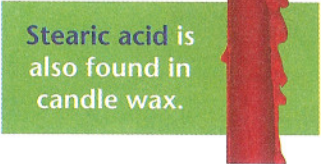
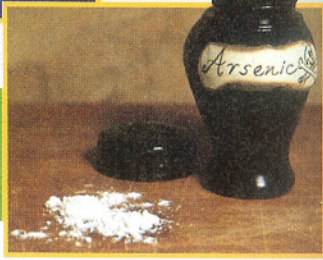


Cadmium is also found in batteries.



Formaldehyde is also found in embalming fluid.

Arsenic is also found in weed killer.



Stearic acid is also found in candle wax.



Naphthalene is also found in mothballs.

### Other Dangerous Chemicals

As you can see in Figure 5, nicotine is only one of many chemicals in tobacco that can harm your body. In fact, tobacco smoke contains more than 4,000 chemicals. **In addition to nicotine, two of the most harmful substances in tobacco smoke are tar and carbon monoxide.**

**Tar** The dark, sticky substance that forms when tobacco burns is known as **tar**. Tar is a mixture of hundreds of chemicals. Smokers of any type of tobacco product—including cigarettes, herbal cigarettes, cigars, and pipes—expose their bodies to the short-term effects of tar.

- ▶ Brown stains on fingers and teeth
- ▶ Smelly hair and clothes
- ▶ Bad breath
- ▶ Paralysis of cilia lining the airways
- ▶ Increased number of respiratory infections, such as colds and the flu
- ▶ Impaired lung function, which leads to reduced athletic ability

In addition to these short-term effects, tar also causes long-term damage to the body. Tar contains many chemicals that are known **carcinogens** (kahr SIN uh junz), or cancer-causing agents. Tar can also damage the respiratory system to the point that it can no longer function. You will read more about the long-term effects of tar in Section 3.

**Carbon Monoxide** When substances—including tobacco—are burned, an odorless, poisonous gas called **carbon monoxide** is produced. Once inhaled and absorbed into the blood, carbon monoxide binds to the hemoglobin molecules in red blood cells in place of oxygen. When this happens, red blood cells cannot transport as much oxygen as the body cells need.

To make up for the shortage of oxygen, a smoker's breathing and heart rates increase. Over time, this strain can damage the cardiovascular system and other organs.

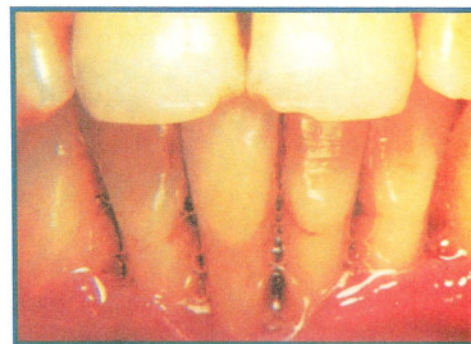
**Chemicals in Smokeless Tobacco** Some people think that using smokeless tobacco products is safe because no smoke is produced or inhaled. **However, smokeless tobacco contains many of the same dangerous chemicals that are in tobacco smoke.** There are no safe tobacco products.

Smokeless tobacco is at least as addictive as cigarettes. In fact, the average dose of snuff contains twice the nicotine of one cigarette. And, the average dose of chewing tobacco contains two and a half times the nicotine of one cigarette.

The life-threatening effects of smokeless tobacco use, such as cancer, will be discussed in Section 3. Smokeless tobacco also has a number of short-term effects that are very unpleasant.

- ▶ Stained teeth
- ▶ Bad breath and drooling
- ▶ Receding gums and tooth decay

To avoid these unpleasant side effects, many smokeless tobacco users eventually turn to smoking to satisfy their nicotine craving. Then they expose their bodies to the additional hazards of tar and carbon monoxide.



**FIGURE 6** In addition to other harmful chemicals, many smokeless tobacco products contain sand and sugars. Both of these can damage the gums. Note how smokeless tobacco caused the gums to pull away from the teeth in this photo.

## Section 2 Review

### Key Ideas and Vocabulary

1. What type of drug is nicotine? How does nicotine affect the body?
2. What effects do tar and carbon monoxide have on the bodies of smokers?
3. What is a **carcinogen**?
4. Explain how smokeless tobacco products harm the body.

### Critical Thinking

5. **Applying Concepts** What facts about tobacco would you use to convince a friend not to start using tobacco?

## Health at Home

**Life After Quitting** Interview two family members, neighbors, or friends who have quit smoking. Ask them how they stopped smoking, how difficult it was, and how their lives have changed. In a paragraph, compare and contrast their experiences. **WRITING**

6. **Making Judgments** Do you think that drugstores, which sell medicines, should also sell tobacco products? Why or why not? **WRITING**
7. **Evaluating** Why do you think that tobacco users are willing to live with unpleasant side effects, such as stained teeth and bad breath?