

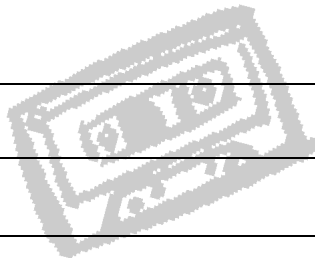
Media Mapping—Entertainment

1. Circle the product you're mapping: ALCOHOL TOBACCO



2. Fill in the table below. (Use the back if necessary.) COLLECT EXAMPLES OF MESSAGES.

MESSAGE MEDIUM	MESSAGE	GLAM CODES
TV sitcom (The Simpsons)	Drunk neighbor drives his car into the Simpson's house, drinking jokes	FUN, HAP, POP



GLAM CODES	
Successful= SUC	Independent= IND
Happy= HAP	Healthy= HLTH
Romantic= ROM	Funny= FUN
Popular= POP	

MESSAGE MEDIUM		
TV	Videos	Music
Radio	Magazines	Concerts
Movies	Computers	Community Events
Sporting Events	Books	

Character Assessment

Title of Program _____

1. Product Depictions

- a. Drinking/Smoking/Using Spit Tobacco
- b. Preparation to Drink/Smoke/Use Spit Tobacco
- c. Alcohol/Tobacco Products or Signs in Background
(bottles, wine glass, ash trays, cigarette packs, spit tobacco tin or pack)

2. Placement

- a. Foreground
- b. Background

3. Characters

- a. Main character
- b. Supporting character
- c. Background character



NUMBER OF TIMES	
ALCOHOL	TOBACCO

4. Message

- a. Describe the characters who smoked, dipped tobacco, or drank alcohol. Would this character be the same if he or she didn't use tobacco or drink alcohol? Why? Why not?
- b. What was the response of other characters to tobacco or alcohol use?
- c. How were these responses shown? Were they simply implied (a character turning and walking away when offered a beer, laughing and accepting a cigarette)? Or were there explicit comments about the tobacco or alcohol use?
- d. What was the overall message about tobacco or alcohol use as portrayed in the program? Did either appear to be the normal, expected thing to do? Did it appear glamorous? Why or why not?

Entertaining Health

Production Team _____
Names

TV Program: _____

Program Theme: _____

Characters:

- a. Number _____
- b. Age _____
- c. Gender _____
- d. Race/Ethnicity _____
- e. Appearance _____
- f. Stereotype _____

Tobacco/Alcohol Portrayal

a. How will the product be shown?

- 1) Used by characters
- 2) Present but not used

b. What action will take place?

- 1) Foreground _____
- 2) Background _____

c. What are the characters doing to encourage healthy lifestyles and/or to discourage tobacco or alcohol use?

- 1) Main character _____
- 2) Supporting characters _____
- 3) Background characters _____

