

Media Mapping—Grand Map

Below is a list of media and the various appeals used to convey messages about tobacco and alcohol. Under each broad category are the channels of communications unique to that medium. For example, sitcoms, films, and action/dramas are communication channels that are part of the entertainment media. Television, radio, newspaper, magazines and the Internet are the news media's communication channels. Your task is to find as many messages about tobacco and alcohol that correspond to each communication channel and appeal listed. (See example on the next page.) Record and count the total number of messages in the spaces provided below for each product. How do the messages for each product differ from medium to medium? Your leader will provide additional handouts to help you with this activity.

MESSAGE FORMATS	APPEALS	TOBACCO	LOCATION	ALCOHOL	LOCATION
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Marketing

- Advertising
- Promotions
- Sponsorship

Success					
Sex Appeal					
Independence					
Health					
Popularity					
Happiness					
Humor					

TOTAL # OF MESSAGES:

Entertainment Media

- Sitcoms
- Films
- Action/Dramas
- Soap Operas

Success					
Sex Appeal					
Independence					
Health					
Popularity					
Happiness					
Humor					

TOTAL # OF MESSAGES:

News Media

- TV
- Radio
- Newspaper
- Magazines
- Internet

Success					
Sex Appeal					
Independence					
Health					
Popularity					
Happiness					
Humor					

TOTAL # OF MESSAGES:

Media Mapping—Grand Map (sample)

Below is a sample media map.

MESSAGE FORMATS	APPEALS	TOBACCO	LOCATION	ALCOHOL	LOCATION
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Marketing

- Advertising
- Promotions
- Sponsorship

Success					
Sex Appeal					
Independence	Malboro	<i>Esquire Magazine</i>	Jack Daniels	<i>Time Magazine</i>	
Health	Virgina Slims	Kemper Open (Golf)	Smirnoff	Kemper Open (Golf)	
Popularity					
Happiness					
Humor	Camel	Coupons	Budweiser	Busch Gardens Contest	

TOTAL # OF MESSAGES:

Entertainment Media

- Sitcoms
- Films
- Action/Dramas
- Soap Operas

Success	brand not identified	"Seinfeld"			
Sex Appeal					
Independence					
Health					
Popularity					
Happiness	cigars	"Independence Day"	brand not identified	"Homicide"	
Humor					

TOTAL # OF MESSAGES:

News Media

- TV
- Radio
- Newspaper
- Magazines
- Internet

Success					
Sex Appeal					
Independence					
Health					
Popularity	cigars	<i>Cigar Aficionado</i>			
Happiness					
Humor					

TOTAL # OF MESSAGES:

Notes