

## Anti Drinking Commercials

1. How do these commercials compare to those in the U.S.?
2. Why do you think these commercials are so graphic?
3. Do you think the graphicness of the commercials is an effective advertising tactic? Why or why not?
4. What do you notice about the background music? Does it make the advertisements more or less effective? Why or why not?
5. If you had regularly seen these commercials, do you think your life would be different? Why or why not?