

Where do we get information about drugs? Analyzing Print Media



The image above is an advertisement created by Guru, a company that sells organic energy drinks in Canada. Energy drinks contain caffeine, a drug that is not recommended for kids.

Feel

- a) What message is Guru trying to promote in this advertisement?

- b) How do you feel after viewing this image?

Assess

- c) Who do you think the advertisement is targeted towards?

d) Energy drinks contain caffeine, a drug that is not recommended for kids. Why do you think people drink caffeine?

Choose

e) What is the safest choice that you can make about energy drinks or other caffeinated drinks like coffee?

Evaluate

f) Instead of caffeine, what are some other things you can do to make you feel energized?

g) Think about the journey to becoming a professional athlete, like Dawson Mercer (hockey player), Alphonso Davies (soccer player), or Naomi Osaka (tennis player). What kind of lifestyle do you think they lead? (Think about their training habits, healthy eating, drinking water, sleeping habits, etc.)

h) What would you suggest to a friend or family member if they were looking to reduce the amount of caffeine they consumed daily?
