



May 19th, 12:00 PM - 3:00 PM

An Examination of Methods Used in truth Campaign Advertisements

Monea Kerr

Western Washington University

Follow this and additional works at: <http://cedar.wwu.edu/scholwk>



Part of the [Journalism Studies Commons](#)

Kerr, Monea, "An Examination of Methods Used in truth Campaign Advertisements" (2016). *Scholars Week*. 53.
http://cedar.wwu.edu/scholwk/2016/Day_one/53

This Event is brought to you for free and open access by the Conferences and Events at Western CEDAR. It has been accepted for inclusion in Scholars Week by an authorized administrator of Western CEDAR. For more information, please contact westerncedar@wwu.edu.

An Examination of Methods Used in Campaign Advertisements

Monea Kerr | Dr. Sheila Webb | Journalism Senior Seminar Winter 2016

Research Question:

What methods have anti-tobacco television advertisements, such as those of the truth® campaign, utilized in order to convince smokers to quit or non-smokers to never smoke?

WHY THE truth® CAMPAIGN?

- Unique - born out of the Tobacco Master Settlement Agreement of 1998
- Personal interest: was disturbed by the commercials I would see on TV as a teen with a mother who smokes

METHOD AND THEORY

- **Textual analysis** of advertisements
- **Semiotic approach:** signs create meaning - can be both intentional and unintended

DOMAIN

- The campaign targets 15- to 21-year olds
- 17 advertisements examined - retrieved from YouTube
- One from each year: 2000 to 2016

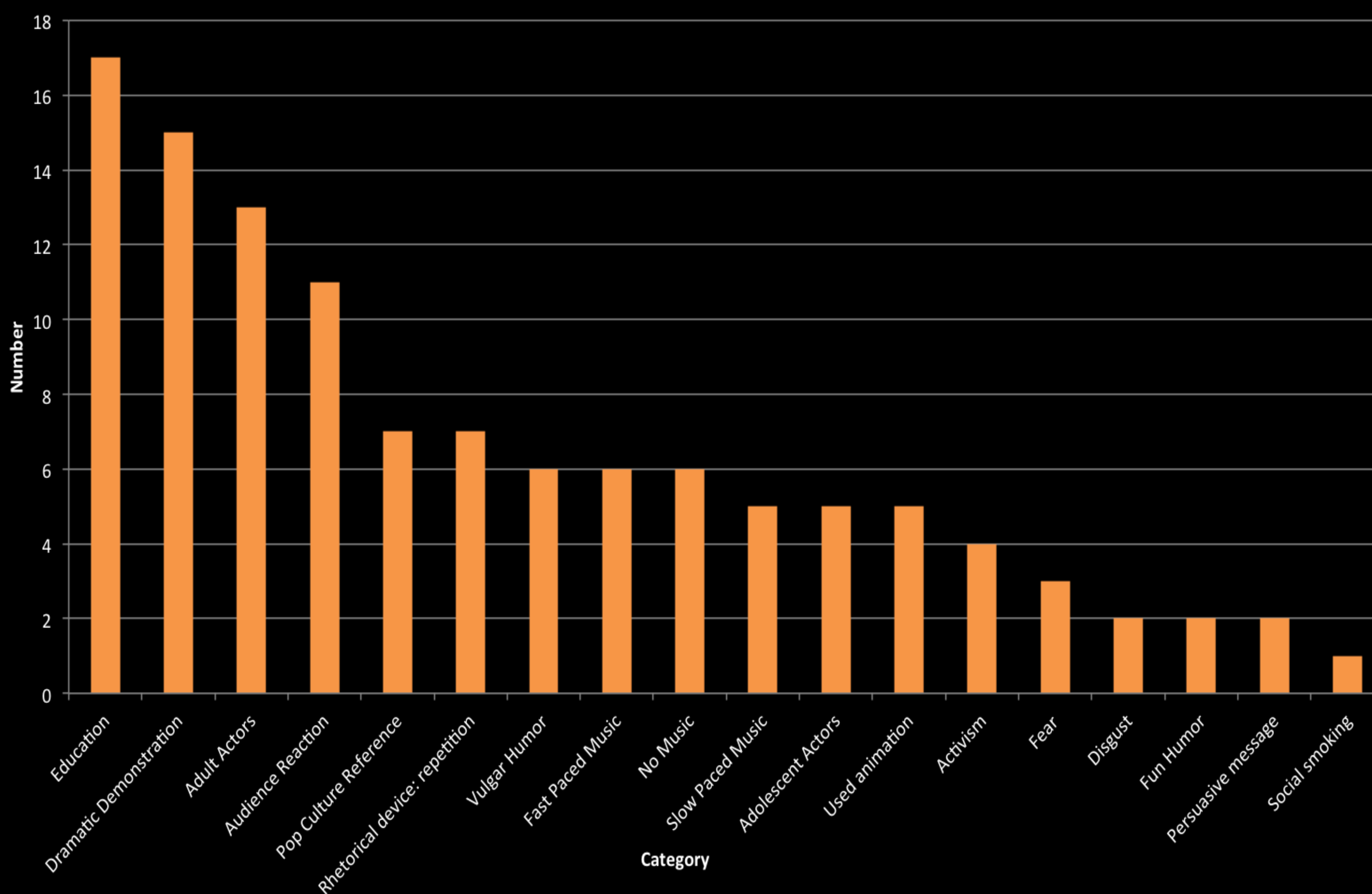
SIGNIFICANT FINDINGS

- All of the ads examined had an education factor
- 88% used dramatic demonstration and 65% included audience reaction
- 35% used vulgar humor
- 18% used fear and 12% used disgust
- 12% used fun humor

DISCUSSION

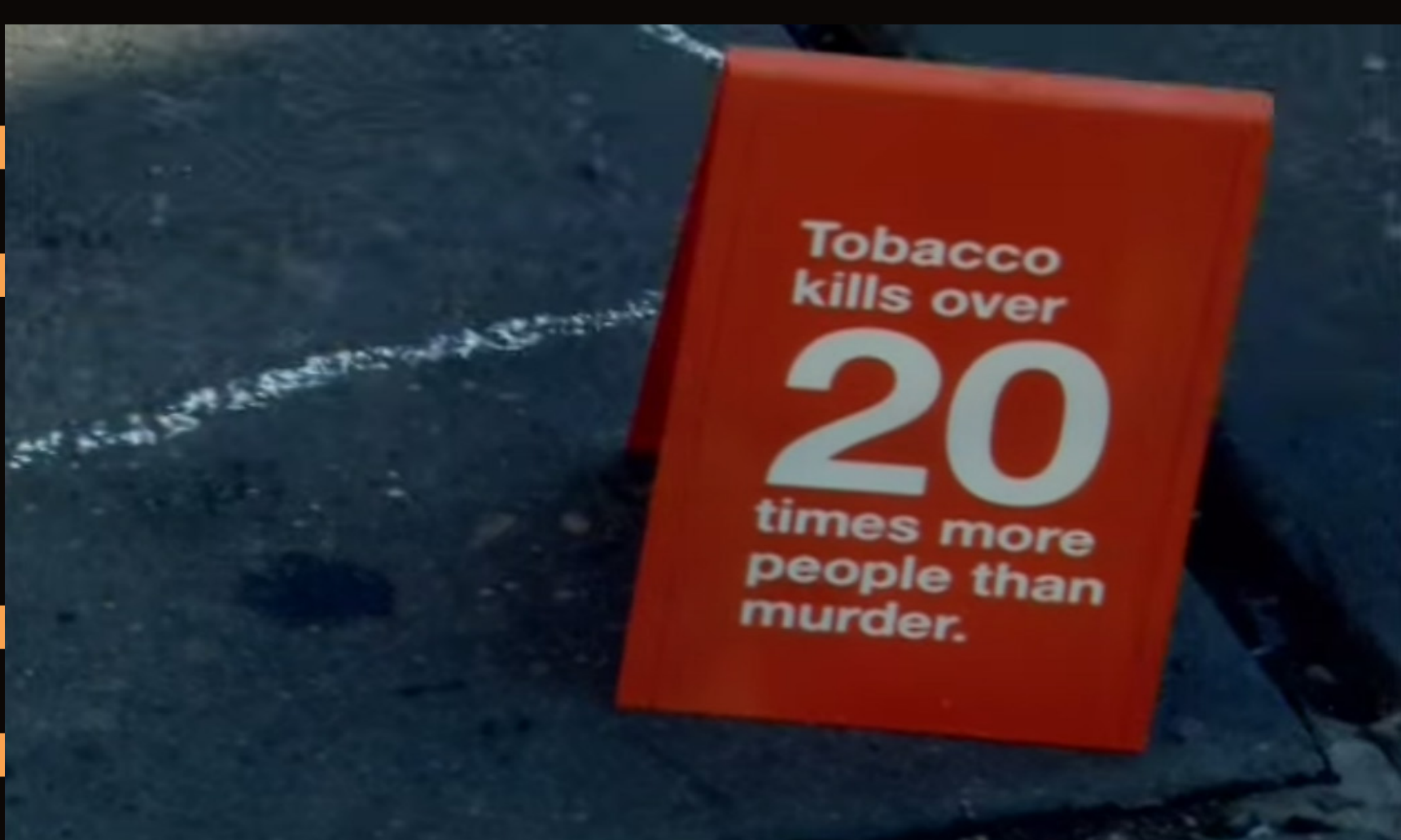
- **Dramatic demonstration and audience reaction:** at-home audiences can picture themselves in the situation or feel validated in their emotions
- **Education:** a new fact for every advertisement
To unveil true colors of Big Tobacco
To promote education on health consequences
- **Activism -** encourages youth to "enlist"
War metaphor positions youth generation in a battle with Big Tobacco

Methods Used in truth® Advertisements from 2000 to 2016 via Youtube



CONCLUSION

- At the heart of any campaign is the ability to put together signs in a creative way in order for the message to be received effectively by audiences. Meaning is then created through social convention
- **Limitations:** finding advertisements and knowing what year they were from - citing YouTube
- Further research could conduct a comparison of another anti-tobacco campaign to the truth® campaign.
- A further study could conduct a focus group of high school and college students to analyze advertisements



EDUCATION



AUDIENCE REACTION



VULGAR HUMOR