



# Analyzing Media Messages



Just how often are you exposed to messages about drugs and alcohol? If you listen to the same song every day, several times a day, for months, does it start to influence how you think about drugs and alcohol, and the choices you make?

Choose a popular song or music video that mentions drugs or portrays drug use. Remember, even if it isn't said explicitly, there may be hidden messages in the song that suggest that marijuana, tobacco, alcohol, or other drugs are no big deal. Fill in the blanks below, then answer the questions to learn more about the messages you may be getting about marijuana or other drug use.

**Name of song/video you are analyzing:** \_\_\_\_\_

**Intended audience of song/video:** \_\_\_\_\_

**Main theme of song/video:** \_\_\_\_\_

How many times are drugs or drug use mentioned/portrayed in the song/video? Fill in the chart below and indicate whether the drug reference is positive (e.g., "cool," "fun," "not dangerous") or negative (e.g., "not cool," "not fun," "dangerous").

Reference	Positive	Negative	Reference	Positive	Negative
1			5		
2			6		
3			7		
4			8		

1. What messages about marijuana, other drugs, or drug use are mentioned/portrayed in the song/video?  
\_\_\_\_\_
2. Based on the information from the chart above, is the overall message about drugs positive or negative?  
\_\_\_\_\_
3. What information about marijuana or other drug use was omitted from this song/video?  
\_\_\_\_\_
4. Are any of the messages about drugs in this song "hidden"? If so, what are the hidden messages?  
\_\_\_\_\_