



Examining Gambling Deconstructing Media Messages



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Centre for Addictions
Research of BC



Do you think the message in this image is misleading/manipulative? Discuss.

Play mind games

Poker is a sport of courage, conviction and confidence.

Play for free at the world's largest poker site.

PokerStars.com
Find the Poker Star in you

DANIEL NEGREANU
World Poker Champion & Team PokerStars Pro

www.gambleaware.co.uk

The advertisement features a black and white photograph of Daniel Negreanu sitting on the ground, leaning against a chain-link fence, holding a pool cue. The text 'Play mind games' is overlaid in large white letters. Below it, the text 'Poker is a sport of courage, conviction and confidence.' is written in white, and 'Play for free at the world's largest poker site.' is in red. The PokerStars logo and website name are at the bottom right, and a small image of a hand holding cards is visible in the background. A small URL 'www.gambleaware.co.uk' is at the bottom center.

Why does this image link poker to sport?
In what way is poker like/unlike a sport?



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ALL JACKPOTS CASINO The Ultimate Win!

Choose your game

Jackpots

Slots

BUY \$50 GET \$200

\$1,779,827

Play Now!

www.alljackpots.com

The advertisement for All Jackpots Casino features a vibrant purple and red background with a gold border. At the top, a red banner with gold stars reads "ALL JACKPOTS CASINO". To the right, the text "The Ultimate Win!" is displayed. Below this, a large "777" slot machine icon is shown, with the word "Slots" to its right. To the left of the slot machine, a circular icon shows a casino building with the word "Jackpots" next to it. A large, bold "BUY \$50 GET \$200" offer is prominently displayed in the center. Above it, a black box shows a jackpot amount of "\$1,779,827". At the bottom, a yellow button says "Play Now!" and the website URL "www.alljackpots.com" is listed.

POKER STARS

POKER

\$1 MILLION FREEROLL

\$1 Million Freeroll

Win your share of \$1,000,000 for free

Download & Play Now

The PokerStars advertisement features a dark background with a large, glowing red spade card in the center, surrounded by stacks of gold coins. The text "\$1 MILLION FREEROLL" is written in large, bold, yellow and red letters. Below this, the text "\$1 Million Freeroll" is repeated in a smaller font. Underneath, it says "Win your share of \$1,000,000 for free". At the bottom, a green button with white text says "Download & Play Now". The PokerStars logo is visible at the top left, and the word "POKER" is centered at the top.

Are the messages misleading?
How do they impact you?
Why?

How are these similar/different?
Who are they intended to reach?

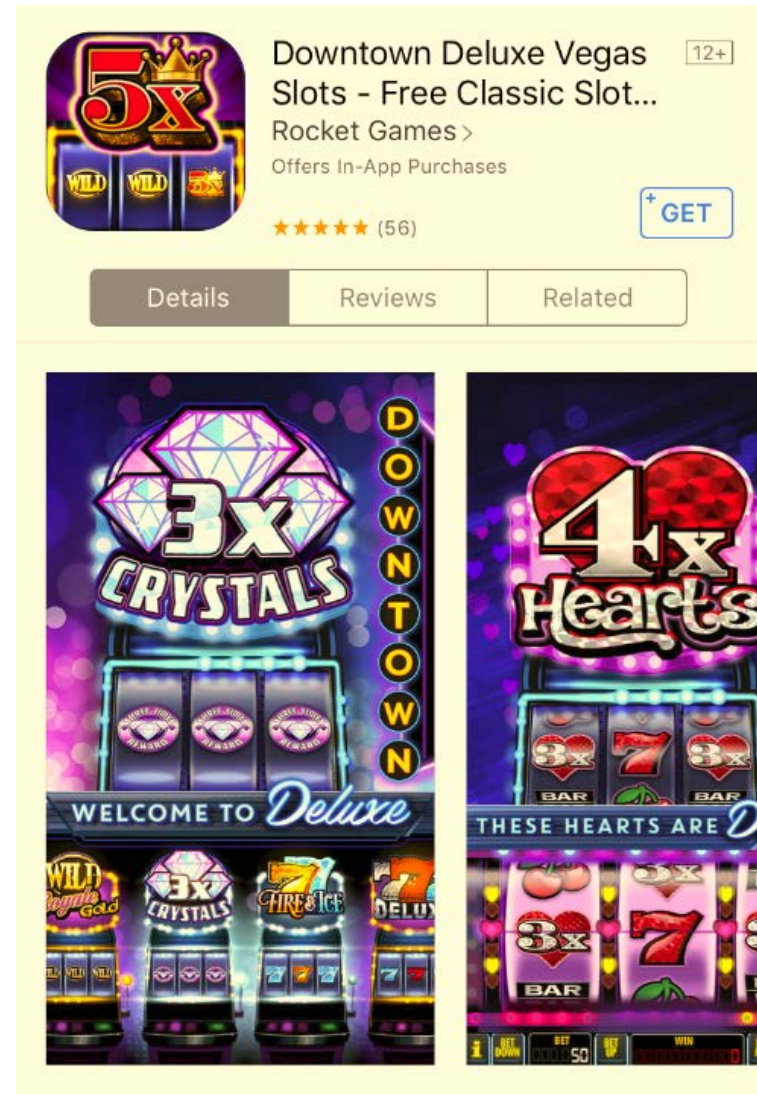


What can you tell about this phone app from this image? How?

Who are the makers of this app trying to attract?

What do they want people to do? Why would people do that?

What influence (if any) do you think apps like this have on gambling behaviour?





What is this ad trying to do?
If it is successful, who will win?
Who will lose?
What impact might that have on the people who spend their money at the casinos?
Why were charity casinos set up in the first place?
Can gambling be a good way to redistribute wealth in a society? If so, how? If not, why not?

Online Gambling in Canada

Looking for the best online gambling sites, but think all casinos are created equal?

Think again. If you've ever been to Caesar's Windsor or Fallsview Casino in Niagara Falls you'll know that these properties are two of the best gambling sites in the country. And if you've been to any of the temporary exhibition casinos that run in the summer months, or to some of the random charity casinos, you'll know that they usually don't stack up.

[Read More +](#)

Online Casino

Sports Betting

Online Poker

**TOP ONLINE GAMBLING SITES FOR
CANADIAN PLAYERS**

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- What role do you think the media plays in gambling behaviour?
- How do messages about gambling in the media impact you?
- Should gambling ads be banned or restricted? Why? In what ways?
- What role (if any) should gambling have in our society?
- How can the potential harms of gambling be prevented?

