

Name: _____ Date: _____

Preparing to Write Juul and Big Tobacco

Directions: Compare the e-cigarette industry with Big Tobacco. Use details from "What Juul Tried to Hide" and "How Big Tobacco Fooled America" to fill in the blank boxes below. We filled in some information for you.

| | E-Cigarette Industry | Big Tobacco |
|---|--|--|
| What does the industry sell? | <ul style="list-style-type: none"> The e-cigarette industry makes electronic cigarettes or vaping products. These battery-powered devices heat up a liquid that turns into vapor, which users inhale. (p. 17) | |
| How does the industry want the public to view its products? | | |
| How do these products affect users' health? | | <ul style="list-style-type: none"> In 1964, the U.S. Surgeon General declared that smoking causes cancer. (p. 21) |

Chart continues on page 2

| | E-Cigarette Industry | Big Tobacco |
|--|----------------------|-------------|
| How does/ did the industry make its products appealing to young people? | | |
| What has the industry tried to hide from the public? | | |

Chart
continues
on page 3

Compare and Contrast

PAIRED TEXTS: "What Juul Tried to Hide" and
"How Big Tobacco Fooled America," pages 16-21
December 2019/January 2020

| | E-Cigarette Industry | Big Tobacco |
|--|----------------------|-------------|
| What restrictions have been placed on the industry? What are the effects of these restrictions? | | |

Now think about what can you do to protect yourself. Jot down your ideas in the space below or on the back of this page.