

Lesson 9

The Media

Activity 1

Go to www.genderads.com. Click through some of the ads. Look at images under the category of Sexual Violence (in the "Violence" category). Take a look at ads 29 and 47, and scan through some others.

Questions:

1. What were your initial impressions of each advertisement you saw?
2. In each of the ads you looked at, what is the advertisement supposed to be selling?
3. What statement is the ad making to boys? To girls?