



ADVERTISING AND GENDER IN OUR CULTURE

BEFORE VIEWING, CONSIDER:

1. How many advertisements do you think you see/hear every day?
2. Where have you seen/heard advertisements already today?
3. List two ads or commercials that you recall. What makes an advertisement stay in your memory?
4. What brand names are you wearing, carrying, or using right now or did you use already this morning?
5. How do you think advertising influences you to buy products, or influences what you view as “normal” or “ideal”? Explain.

AS YOU WATCH:

Which Dove commercial made the biggest impression on you, “Evolution,” “Onslaught,” or “Amy”? What did it make you think about?

Notice how Jean Kilbourne first establishes urgency for her cause, citing statistics like these:

Advertising is a _____ dollar a year industry, just in the United States.
The average American sees _____ advertisements a day and will spend _____ of his/her life watching commercials.

What does Kilbourne say causes people to believe that ads don’t affect them?

Give two examples of ads Kilbourne shows that feature **objectification**, turning bodies into things:

How does Jean Kilbourne explain **dismemberment**, and why does she think it is harmful?

What examples does Kilbourne give of women being “**silenced**” or “**infantilized**” by ads?

Do you accept or reject Kilbourne's claim that the limited portrayal of women and "normalcy" in ads contributes to violence against women and those who don't fit the "ideal"?

Although *Killing Us Softly 4* focuses mainly on the effects of advertising on women, what are some of the harmful effects that Jean Kilbourne believes advertising has on men and/or relationships?

In your opinion, do advertisements like the Special K commercial (the men in the bar complaining about their figures) and the Dove Campaign for Real Beauty Films (the short film "Evolution" about the model who gets made up, "Onslaught" in which the young red-haired girl is exposed to ads, and "Amy" in which the teenage boy calls outside Amy's house) make a healthy, positive difference on society?

Write a complex claim (a "FATTR" claim) responding to Jean Kilbourne's lecture *Killing Us Softly 4*. Make sure that you both summarize Kilbourne's claim and respond with your own reasons for your position.