



5. In her closing comments, Jean Kilbourne states that change will depend upon “an aware, active, educated public that thinks of itself primarily as citizens rather than primarily as consumers.” What does it mean to think of oneself primarily as a citizen rather than primarily a consumer? Can one be both a citizen and a consumer? How?

6. Tomorrow when we go to Mayfair, what do you expect to see in terms of how gender is marketed or how products are geared towards males and females?