

### **Assignment: Stereotyping**

Find and copy a product advertisement or PR ad from a magazine or newspaper that you think uses gender stereotyping (male or female) as part of its message. Answer the following questions:

1. What is the publication in which you found the ad. What kind of audience does this publication appeal to?
2. What exactly is the stereotype being used and what does it "say"? Refer to today's readings for help here.
3. Who is affected by the stereotype and how are they affected?
4. What would you do differently to sell this product or image (if you'd sell it at all)?