

Advertising & Stereotyping

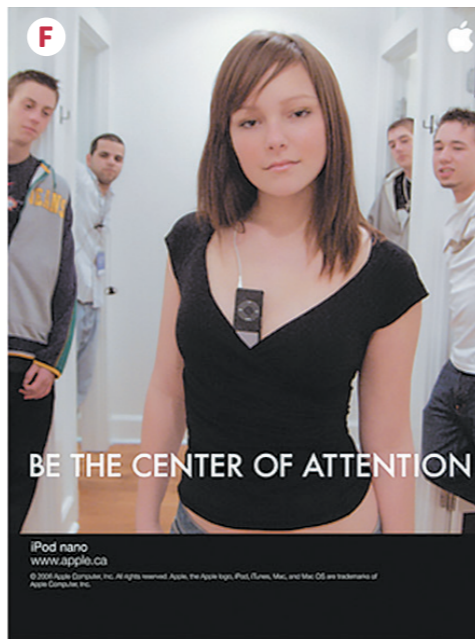
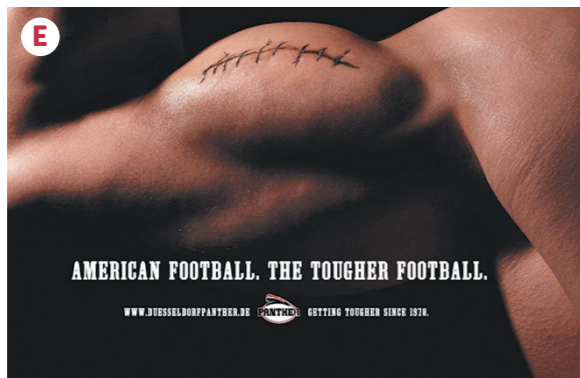
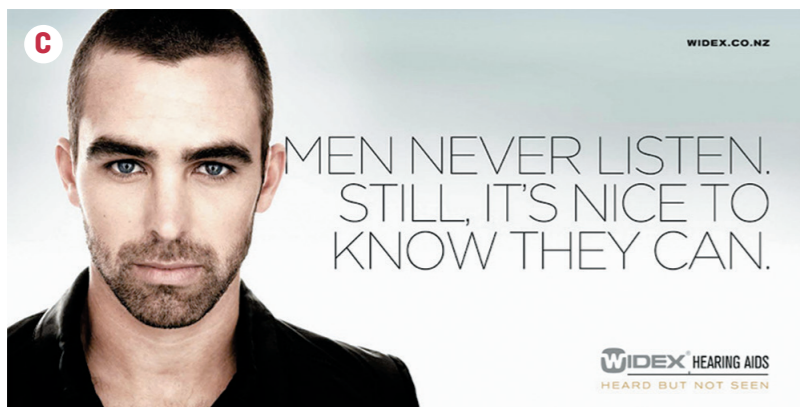
DOCENTE

Soluções

- 1.1 They are trying to sell objects or ideas.
 - 1.2
- A. Tomato bottle/ketchup
B. Clothes by the fashion designers Dolce & Gabbana
C. Hearing aids
D. A car (Citroën)
E. American football as an important sport
F. An iPod nano

JOIN IN!

1. Look at the following ads.



- 1.1 What is their goal?
- 1.2 What is each ad selling?

2. Read the following definition of stereotype.

A fixed idea or image that many people have of a particular type of person or thing, but which is often not true in reality.

Oxford Advanced Learner's Dictionary

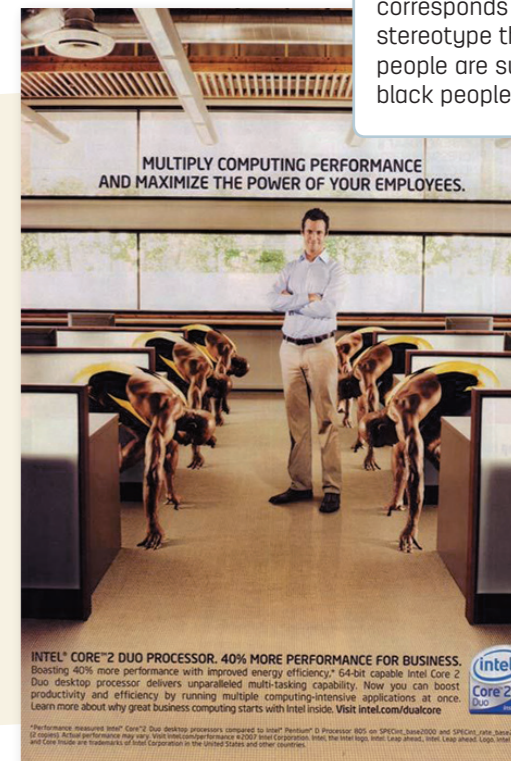
2.1 The advertisements on the previous page use some of the most common stereotypes. Can you find examples in the images? (Some stereotypes are seen in more than one image.)

- | | | | |
|---|--------------------------|---|--------------------------|
| a. Men are more sexually aggressive than women. | <input type="checkbox"/> | g. Women are dominated by men. | <input type="checkbox"/> |
| b. Women only pay attention to their looks. | <input type="checkbox"/> | h. Women are inferior to men. | <input type="checkbox"/> |
| c. Men are competitive. | <input type="checkbox"/> | i. Men's looks are more important than their personalities. | <input type="checkbox"/> |
| d. Women are more emotional than men. | <input type="checkbox"/> | j. Men and women have perfect bodies. | <input type="checkbox"/> |
| e. Women are not as intelligent as men. | <input type="checkbox"/> | k. Men are insensitive. | <input type="checkbox"/> |
| f. Men have more authority than women. | <input type="checkbox"/> | l. Men aren't good listeners. | <input type="checkbox"/> |
| | | m. Men are good athletes. | <input type="checkbox"/> |
| | | n. Women are materialistic. | <input type="checkbox"/> |

SPEAKING Time

Together with your partner, analyse this ad. The following questions may help you.

- How does this advertisement attempt to get your attention?
- What is it advertising?
- Summarise briefly the information the advertisement provides about the product.
- What images has the advertiser chosen to use? Why?
- Rate this advertisement on its effectiveness – does it catch and keep your attention?
- Does it make use of any stereotypes? Which ones?
- What would you change about the ad? Why?



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Soluções

- a. B, E
b. D, F
c. B, E, F
d. A, D
e. A, F
f. B
g. B
h. A, B
i. B
j. B, D, E, F
k. B, D, E, F
l. C
m. E
n. D, F

Speaking Time

NOTE: Some important aspects the students must mention:

- The ad uses runners to prove Intel has fast speed.
- The runners are black, which corresponds to the stereotype that black people are good at sports.
- There is a white man standing in the middle (he is the boss) while the black men are bowing down (they are employees).
- The white man is in charge, which corresponds to the stereotype that white people are superior to black people.