

# spare me the guilt chips

they say if it feels good, do it. with popchips i can.  
never fried. never baked. they only taste like they're bad for you."

Katy Perry

## KILLING US SOFTLY 4 ADVERTISING'S IMAGE OF WOMEN

### Before Watching:

In pairs or in a small group, take a few moments to discuss the following questions:

#### Advertisements:

- ◆ How many advertisements do you think you see in a day (between TV ads, Twitter, Instagram, Facebook ads, etc...)?
- ◆ Try to describe in as much detail the types of ads you see the most often (what is being advertised? Who is in the ad? What are people often wearing or doing?)

#### Brand Names:

- ◆ Do you think advertising has any role in the products you buy or want to buy? Why or why not?

#### Cultural Expectations:

- ◆ Do you think men and women are portrayed similarly or differently in advertisements? Explain
- ◆ Does our society have certain cultural expectations for how men and women should be, act, look? What are some examples? How do you think this affects men and women?
- ◆ Are you familiar with Feminism? Can you describe what it is?

think popped!  
never fried. never baked.

# After Watching:

- ♦ What are some of the key points that Dr. Kilbourne made in her talk?
- ♦ What has stood out the most for you after watching this documentary?
- ♦ How are the concepts of “femininity” and “masculinity” socially constructed?
- ♦ What role does advertising play in how we understand the above concepts?
- ♦ What are the differences between how men, women, and people of color are represented in advertisements?
- ♦ What are the social consequences or implications of how men, women, and people of color are represented in ads?
- ♦ How does advertising dehumanize men, women, and people of color?
- ♦ What does advertising tell us about youth and aging?
- ♦ Is being a consumer and being a citizen the same? What does advertising in a capitalist society suggest?
- ♦ What do you think can be done to change the representation and objectification of men and women in advertising?

# Questions for further discussion:



Source: [www.dailymail.co.uk](http://www.dailymail.co.uk)



Source: [www.groupon.hk](http://www.groupon.hk)

## Analyze:

- ◆ What do the images above say about “beauty”?
- ◆ Does society have certain preconceived ideas of “ideal beauty”?
- ◆ What are these ideas based on?
- ◆ How do you think these affect us?
- ◆ How do these images connect to some of the main ideas of this documentary?

# Assignments for Reflection:

1.) Write a personal reflection on your thoughts about what you saw in the documentary and what we discussed today. What part of the film or discussion stood out most for you and why?

2.) Keep track of how many ads you see in a day on Twitter, Instagram, Facebook, or TV. Then choose one in particular to focus on. Describe and critically analyze the advertisement.

Some questions you may want to consider include:

-What is being sold? Who is in the ad? How are they portrayed?

-How is “beauty” portrayed in the advertisement?

-What are the problematic aspects of the ad? Explain why.

-What are the bigger social consequences of such an ad?

-How does this ad reflect some of the main ideas of Kilbourne’s message in this documentary? Or, how does this ad challenge mainstream media advertising?

