

Name: _____ Date: _____

GENDER ROLES IN ADVERTISING

For this assignment you must find a total of four ads that portray different gender stereotypes and roles for adults. Your ads must include:

1. An ad that reinforces stereotypical male roles
2. An ad that breaks with stereotypical male roles
3. An ad that reinforces stereotypical female roles
4. An ad that breaks with stereotypical female roles.

On the back of each ad, describe how/why this ad either shows or breaks gender stereotypes (you may want to use the Bem Androgyny test to help you with your classifications).

**These ads need to actually be from a magazine or newspaper.
Doing a quick Google search and printing WILL NOT COUNT!**

Extra Points Option: Find two ads for children that BREAK with stereotypical gender roles. Conforming is easy; it's much harder to find ads that break with the stereotype!

