Analysis of Advertisements

Discussion Questions

1. What stereotypes did you notice in the advertisements? Were they positive or negative?

2. Why do you think advertisers portray social groups in the way they do?

3. Do you think the stereotypes that are often portrayed in advertisements affect people’s perceptions of social groups? Why or why not?

4. Consider one of the advertisements you watched that you believe was stereotypical. How could the advertiser have changed the message to convey the information about the product without using stereotypes? Do you think they ad would be more or less effective if it did not rely on stereotypes?