

Name _____

Date _____

Sex in Advertising

Cut out an advertisement from a magazine or a newspaper in which sexuality is used to sell a product. Bring the ad to class with you.

Answer the following questions:

1) What product is being sold? _____

2) Describe the physical background of your ad. _____

3) Describe the people in your ad. _____

4) Is any factual information about the product given? If so, what? _____

5) What image or message is the advertiser trying to get across with this ad?

6) According to the advertiser, what will this product supposedly do for you?

7) Why do you think sexuality was used to sell this product? _____

8) Create another advertisement that does not use sexuality to promote this product.