*Gender messages are prevalent in today’s advertising. These messages may defy or reinforce commonly held ideas about gender. In this project, students will examine different advertisements and analyze their messages about gender.*

**Directions**:

1. Students will select a minimum of five advertisements to analyze. Students should select a minimum of two television advertisements and two print advertisements. Advertisements should come from a variety of sources.
2. Students should prepare an analysis of each advertisement, including a discussion of the following:
	1. *What is the product being advertised?*
	2. *Where is the product being advertised?*
		1. Name of magazine
		2. Television channel and/or program
	3. *Do you believe the product is being marketed to men or women? Both? How can you tell?*
	4. *What is the (direct or indirect) message of the advertisement?*
	5. *How are different genders represented in the advertisement?*
	6. *What stereotypes (if any) are being perpetuated in the advertisement?*
	7. *Do the gender messages in the advertisement help sell the product?*
3. When completed, students should email their analyses to Mrs. Madison.