CLE/Rel 10 Name:

Killing Us Softly 4 /30

fem·i·nism *noun:* the advocacy of women's rights on the basis of the equality of the sexes

mi·sog·y·ny *noun*: dislike of, contempt for, or ingrained prejudice against women

1. What sorts of products are sold using images of women and femininity? What kinds of products are sold using images of men and masculinity? Are these ever switched around? If so, when? /4

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1. How is happiness portrayed in advertisements? What “kinds” of happiness do ads typically appeal to or put on display? What do these ads seem to be saying is the secret to this kind of happiness? /3

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1. What are some differences between ads that feature white people and ads that feature people of colour? /2

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1. There are many advertisements for beauty products that claim to help women look young. What effect do you think this has on the way that women feel about themselves as they age? What effect do you think this has on the value our culture gives to older women? To youth? /3

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1. What is responsible advertising? Do advertisers have a responsibility to society? Do they have a responsibility to children? Why or why not? /4

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1. In what ways do images of thinness and advertisements for food contradict each other in the media? How might their combined effects lead to eating disorders? /3

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1. What is the relationship between dehumanization, objectification, and violence? /3

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1. More men are reporting dissatisfaction with their bodies and eating disorders among men are on the rise. In what ways might the objectification of men in advertisements be affecting how men feel about their own bodies? /2

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1. Kilbourne explains that the consequences of being objectified are different – and more serious – for women than for men. Do you agree? How is the world different for women than it is for men? How do objectified images of women interact with those in our culture differently from the way images of men do? Why is it important to look at images in the context of the culture? /4

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1. Why do some people consider “feminist” a negative label? Why do some women (and men) resist being called feminists? /2

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