

WGS. 101 SESSION #16 OUTLINE

1. The Circle of Socialization Expands: Popular Media and Gender

Debates within Women's and Gender Studies: Visual Media as a Critical Influence on Modern Gender Socialization: What would gender equality look like in popular visual media?

Media and "Imaginary Social Relationships" (John Caughey, *Imaginary Social Worlds*); The Rhetoric of the Image/Photograph – Varies with Genre, e.g., Codes of Personal, Documentary, Fashion Photography

Advertising as Central to Mass Media

From Informational to Associational Advertising Trends in American Culture: The Marriage of Advertising and Photography, esp. Fashion Photography

2. Advertising Gender: Screening: Documentary Film: *Killing Us Softly 4* **Questions For Discussion:**

Which ads did you find most interesting? disturbing? Why?

How does Kilbourne interpret this ad(s)? How do you see this ad(s)?

What assumptions is Kilbourne making about the power of advertising? How do you respond?

How does she support her viewpoint through the analysis of ads individually and together (intertextually)?

What impact does she see advertising have on the ways girls and women define beauty and relate to their bodies? How do you respond?

What claims does she make about the relationship between the representation of violence against women in advertising and crimes of gendered violence? How do you react to her argument?

What is her argument about the influence of advertising on men?
How do you respond?

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