

MEDIA EDUCATION
FOUNDATION 
HANDOUT **Challenging media**

KILLING US SOFTLY 3

ADVERTISING'S IMAGE OF WOMEN | FEATURING JEAN KILBOURNE

TECHNIQUES FOR ACTIVE LISTENING*

Active listening is an important skill that takes both time and practice to acquire. It is an essential component of productive discussions because it allows for the respectful exchange of ideas. This handout will help you to understand and practice the skill.

- » **Listen** in order to fully understand what is being said to you.
- » **Rephrase** what you heard the person say so you can be sure you heard correctly.
- » **Ask questions** that help you get more information. For example, "What did you mean when you said...?"
- » **Offer encouragement and support.**
- » **Ask how the person feels.** Be careful not to assume that you know how the person feels.

COMMUNICATION BLOCKERS	COMMUNICATION ENHANCERS
Blaming and attacking.	Asking for more information and problem solving together.
Being distracted or using other body language that is non-attentive.	Making eye contact, leaning toward the other person, giving full attention.
Dismissing or making light of someone's problem.	Showing empathy, validating the other person's feelings.
Interrupting.	Staying silent until the person is finished speaking.
Lecturing/moralizing.	Withholding judgment.
"Yes...but" statements.	"Yes...and" statements.

* Explanation and Diagram adopted from *Tutu and Franklin: A Journey Towards Peace* Teachers Guide, a production of Wisdom Works, Inc. (www.wisdomworks.net)

FEMINISM SURVEY

1. If a woman voices a strong opinion about a woman's rights issue, I tend to *(check all that apply)*:

- Listen
- Get annoyed
- Feel intimidated
- Get angry
- Feel inspired
- Ignore her
- Other _____

2. I would use the following terms to describe a woman with a strong opinion about a women's rights issue *(check all that apply)*:

- Strong
- Empowered
- Bitch
- Lesbian
- Feminist
- Respectable
- Inspiring
- Human
- Irritating
- Man-hater

3. A feminist is *(check all that apply)*:

- A woman who doesn't like most men
- A woman who believes that women are better than men
- A person who believes in equal rights and opportunities for both men and women
- A woman who doesn't shave her legs
- A lesbian
- A woman who works for equal rights and opportunities for both men and women
- A person who supports abortion
- A person who works for affordable daycare
- A person who works against sexual harassment
- A woman who doesn't respect married stay-at-home moms

4. What is your impression of feminists?

- Favorable
- Unfavorable

5. Is feminism today relevant to most women?

- Yes
- No

6. Is feminism relevant to you personally?

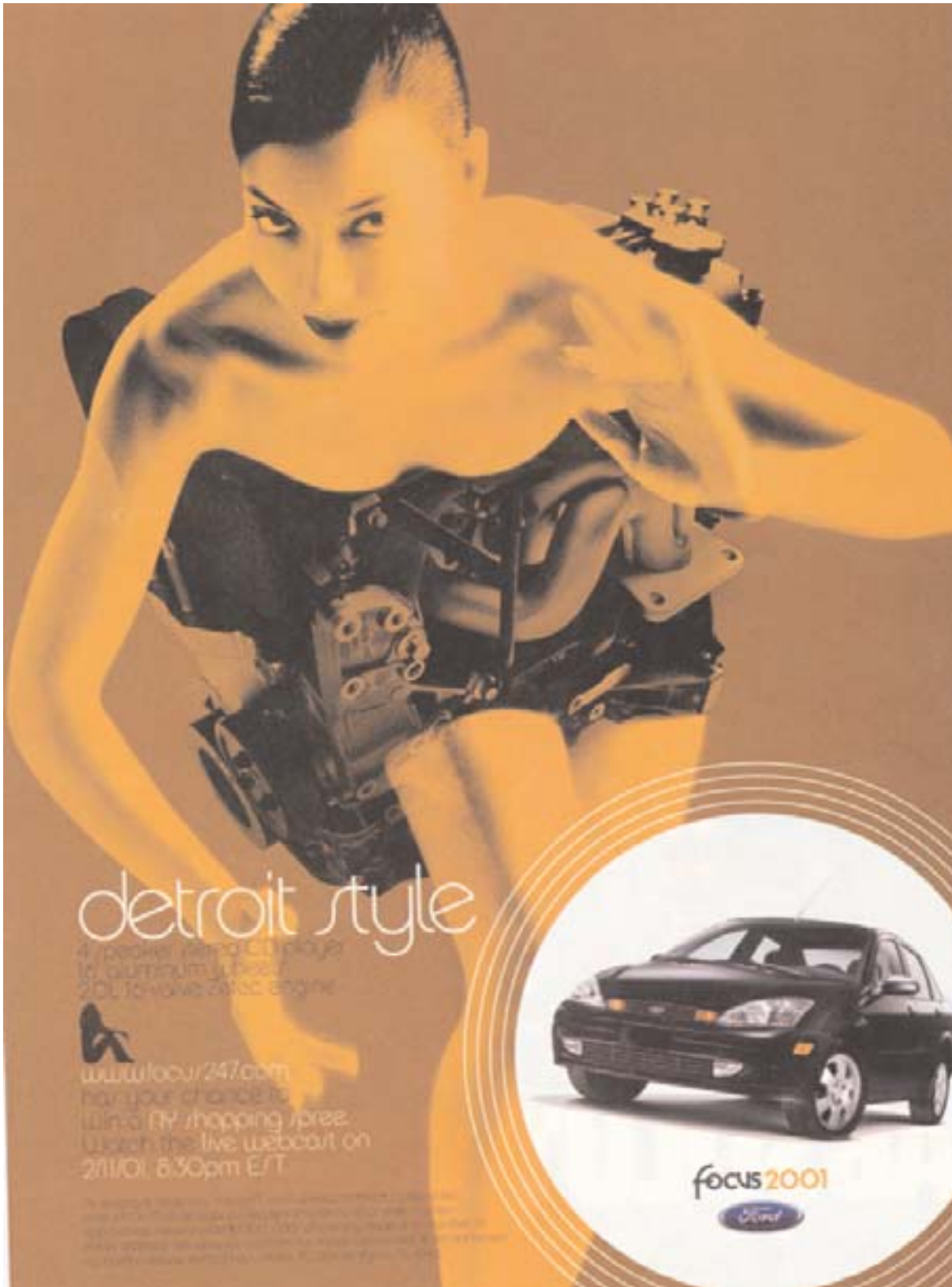
- Yes
- No

HANDOUT 2A




FRANCESCO BIASIA
HANDBAGS


HANDOUT 2B




detroit style

47 body panels made of aluminum
16 aluminum body parts
200 16-valve Zetec engine

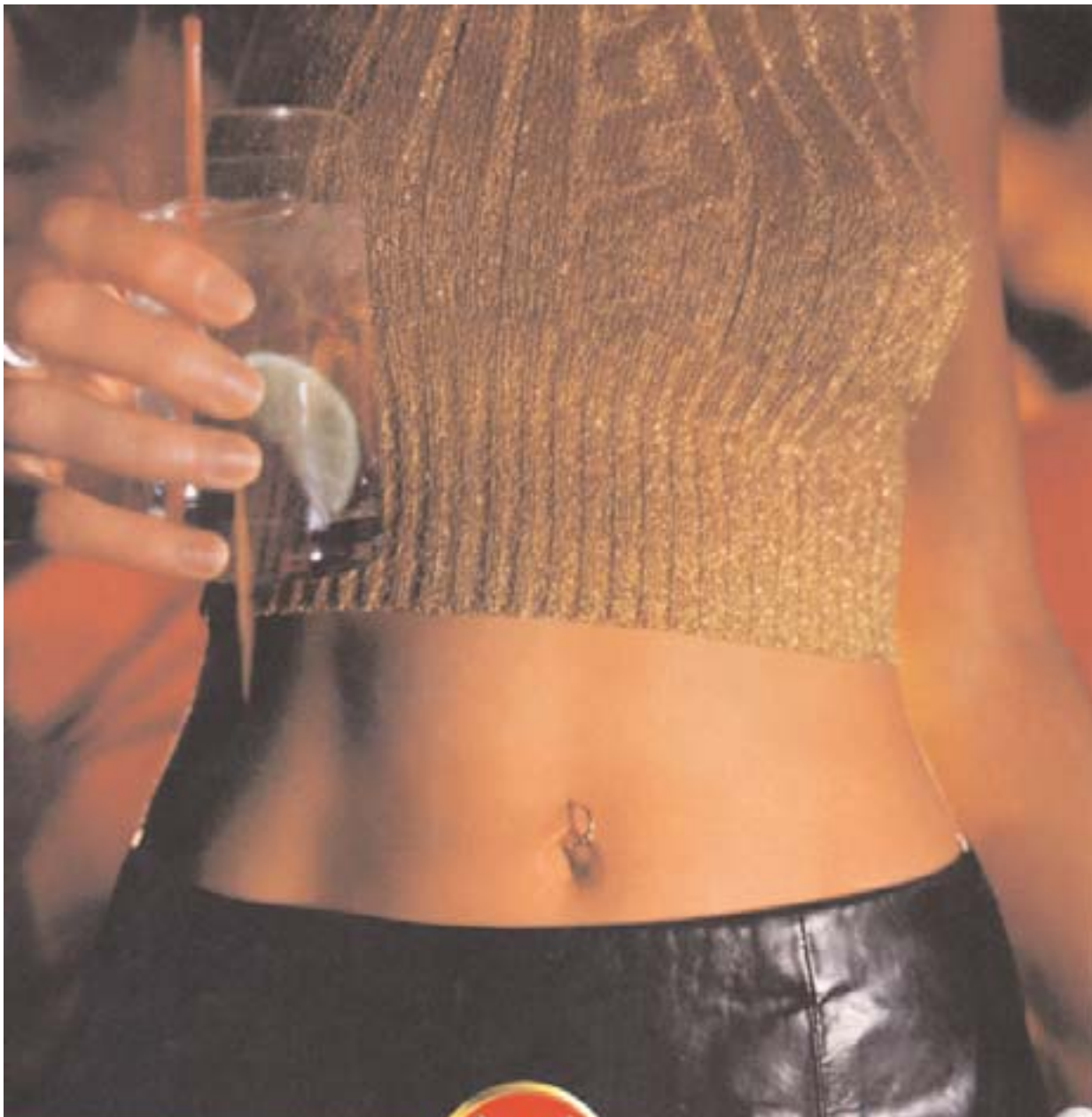
 www.ford.com
for a list of dealers
visit www.ford.com/shopping/free
Watch the live webcast on
2/11/01, 8:30pm E/T



focus 2001




HANDOUT 3A



BANKER BY DAY. BACARDI BY NIGHT.

BACARDI
ESTD 1862



© 2004 BACARDI RUM COMPANY, MIAMI, FL. BACARDI IS A REGISTERED TRADEMARK OF BACARDI & COMPANY LIMITED, A BACARDI COMPANY, S.A., INC. MIAMI, FL. 40% ALC/VOL (80 PROOF). ALL RIGHTS RESERVED.

Aubade
LINGERIE DE FEMME

Lesson N°6
If he resists,
practice hypnosis.

Available at select Macy's Fifth Avenue Stores and select Nordstrom Stores. For additional boutiques, see www.aubade.us.com/



HANDOUT 3C



HANDOUT 3D

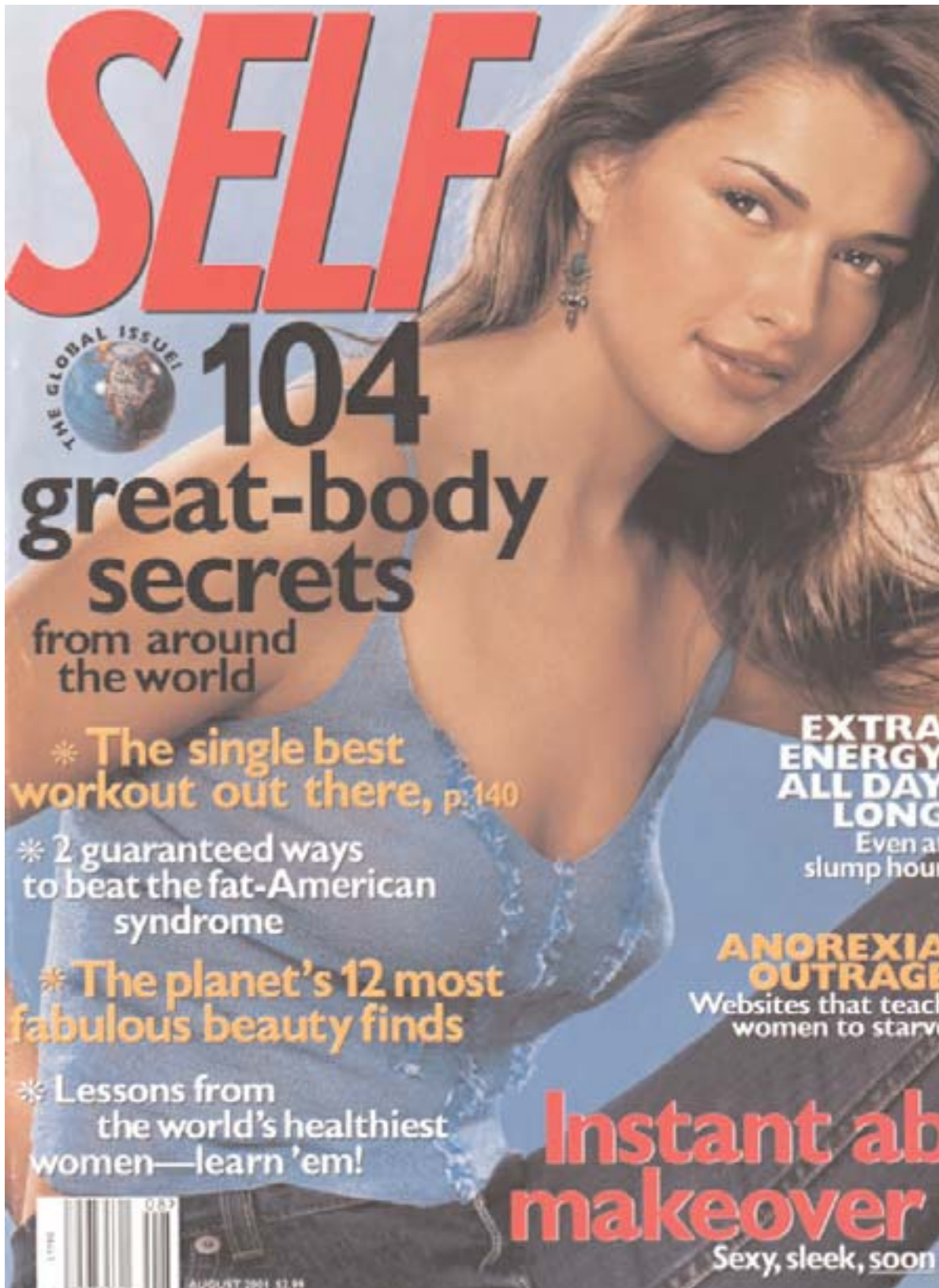


HANDOUT 3E

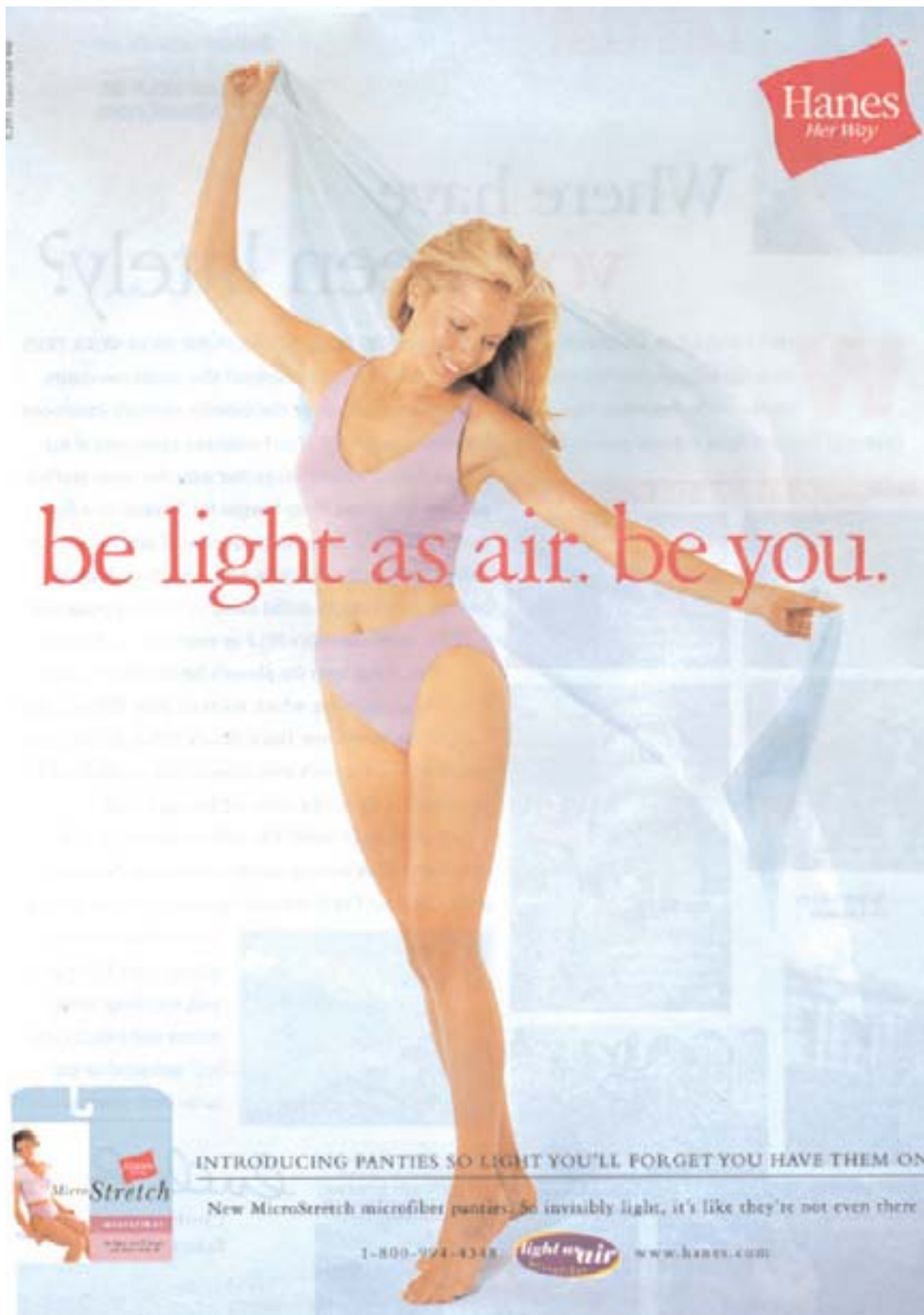


HANDOUT 3F






HANDOUT 4B



Hanes
Aer Way

be light as air. be you.

INTRODUCING PANTIES SO LIGHT YOU'LL FORGET YOU HAVE THEM ON
New MicroStretch microfiber panties. So invisibly light, it's like they're not even there.

1-800-994-4348  www.hanes.com

MicroStretch
Hanes
www.hanes.com

Rekindle an old flame that's

all passion

and no baggage.



Love 'em all you want.



HANDOUT 5B

You're a smart,

successful, independent woman.

Stop eating like a frat boy.

*Do something
good for
yourself.*

Do something good for yourself with dishes like
Shrimp & Angel Hair Pasta in a creamy seafood sauce.
From Stouffer's Lean Cuisine®

It's not just lean. **IT'S CUISINE.®**



HANDOUT 6A



HANDOUT 6B



**Mend it
AND
defend it.**

Repair dry and damaged hair and prevent future damage with

New Alberto VO5 Mend & Defend.

An intense, vitamin-packed conditioner that dramatically improves your hair's condition and keeps it looking better than you ever imagined.

Alberto VO5

A Whole New

VO5

VO5 MEND & DEFEND CONDITIONER

VO5 SHAMPOO

VO5 CONDITIONER

VO5 HAIR MASK

HANDOUT 8B

Along with useful features like long battery life, the Nokia 5100 Series wireless phone sports Xpress-on color covers that snap on and off, putting the power of change in your hands.



You have the power to change things.
Well, at least the power to change the color of your phone.

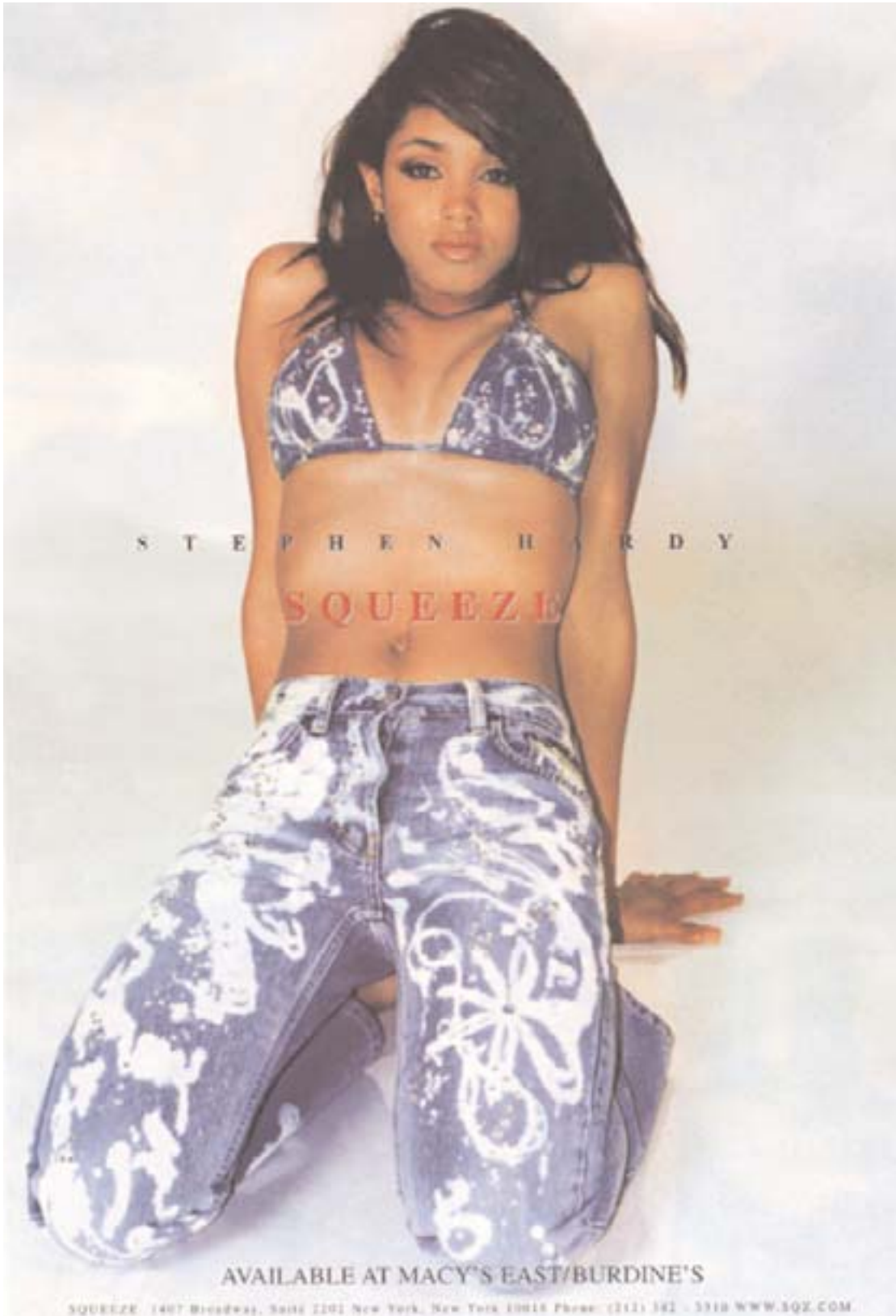


NOKIA
CONNECTING PEOPLE

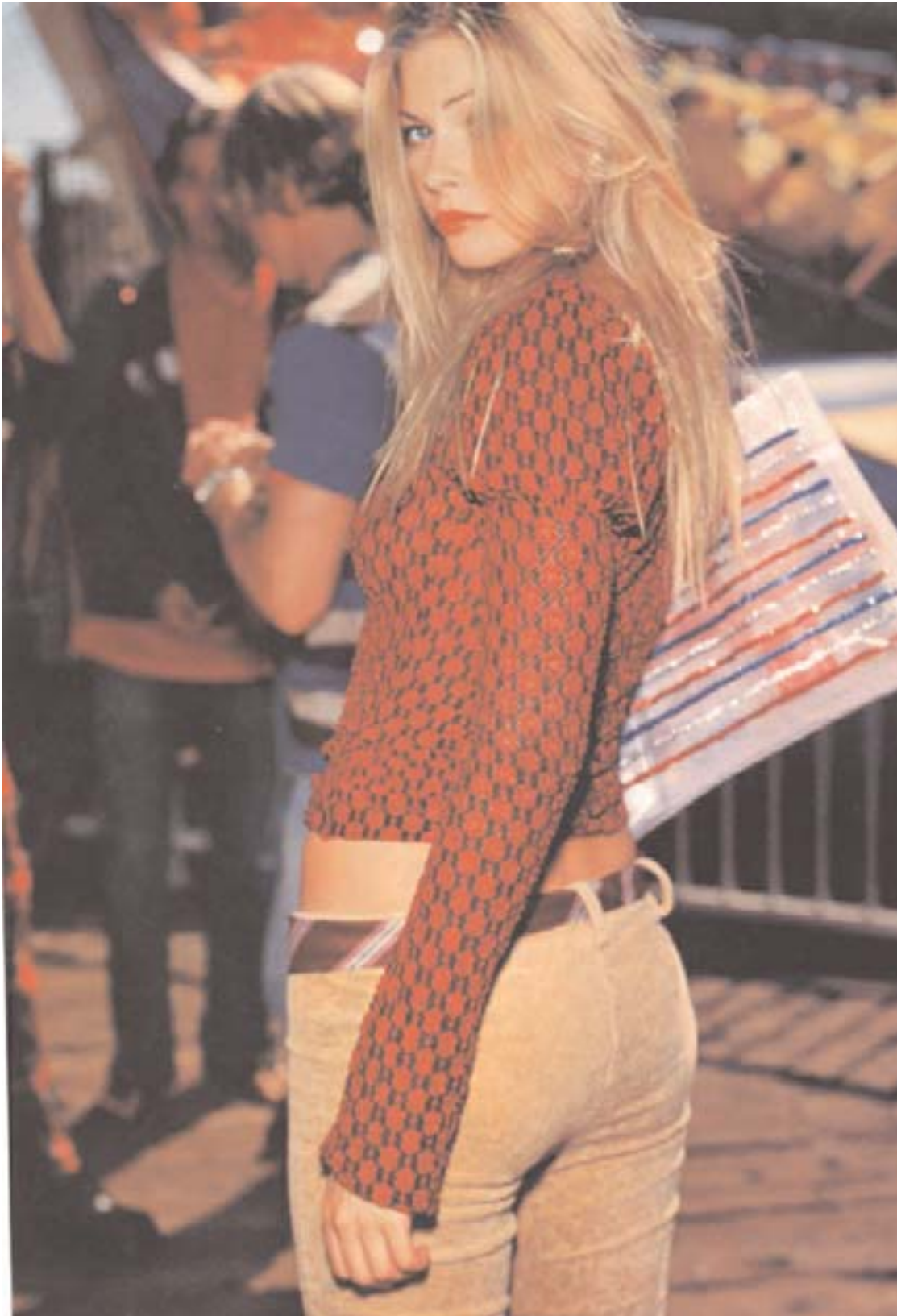
www.NokiaUSA.com

©2006 Nokia. Nokia and Connecting People are trademarks or registered trademarks of Nokia Corporation. All other marks are the property of their respective owners.

HANDOUT 9A



HANDOUT 9B



HANDOUT 9C





PRÉCISION
AGE DELAY
REJUVENATION
SERUM

CHANEL

AGE DELAY

The name says it all

It's as if you've turned back skin's biological clock, helping skin achieve its youngest look possible.

How can this be? The latest research on aging from CERIEE, an independent laboratory in France, has led to AGE DELAY, a breakthrough formula with an anti-glycation ingredient that

PREVENTS
Helps prevent collagen breakdown, skin is less vulnerable to premature aging.

CORRECTS
Double the power of Vitamin C improves firmness and elasticity and reduces the appearance of lines.

REJUVENATES
Augments skin's natural energy (ATP) within its visible layers to help skin look and act younger.

WITH OUR COMPLIMENTS
A two-minute diagnosis with our unique diagnostic system and samples of the targeted products that perform best for you.

PRÉCISION

All PRECISION products are Sensitive Skin Tested • Allergy Tested • Dermatologist Tested • Comedogenicity Tested

© 2015 Chanel S.A. All rights reserved. www.chanel.com/precision

HANDOUT 10B

“Wow!
You look so much
younger.
New haircut?
Well you’ve done
something.
You look
incredible.”

Total Effects from Olay fights
the seven signs of aging.


1. Diminishes the appearance of fine lines and wrinkles.
2. Smooths skin texture.
3. Evens skin tone.
4. Gives dull skin a radiant, healthy glow.
5. Minimizes the appearance of pores.
6. Reduces the appearance of blotches and age spots.
7. Soothes dry skin.



PROVEN TO REVEAL A REMARKABLE TRANSFORMATION

Introducing Total Effects. A totally new breakthrough in anti-aging. With VitaNiacin, an exclusive formulation of Vitamin B3, Vitamin E and Provitamin B5. You may not be the only one to notice the results.

Request a free sample at www.olay.com

 **OLAY**

©2009 P&G Co.

**STOP THAT FIRST WRINKLE
BEFORE IT STARTS.**



NEW α -Alpha Flavon™ Moisturizer

Alpha Flavon is the **powerful anti-oxidant** that helps a plant stay healthy and beautiful. And it can do the same for your skin.

New Alpha Flavon Moisturizer, an original Nivea formula, can actually boost your skin's own age-defense system to **help keep you looking young and wrinkle-free.**

Both the creme and the lotion are SPF 15 and oil-free.

Only from Nivea.



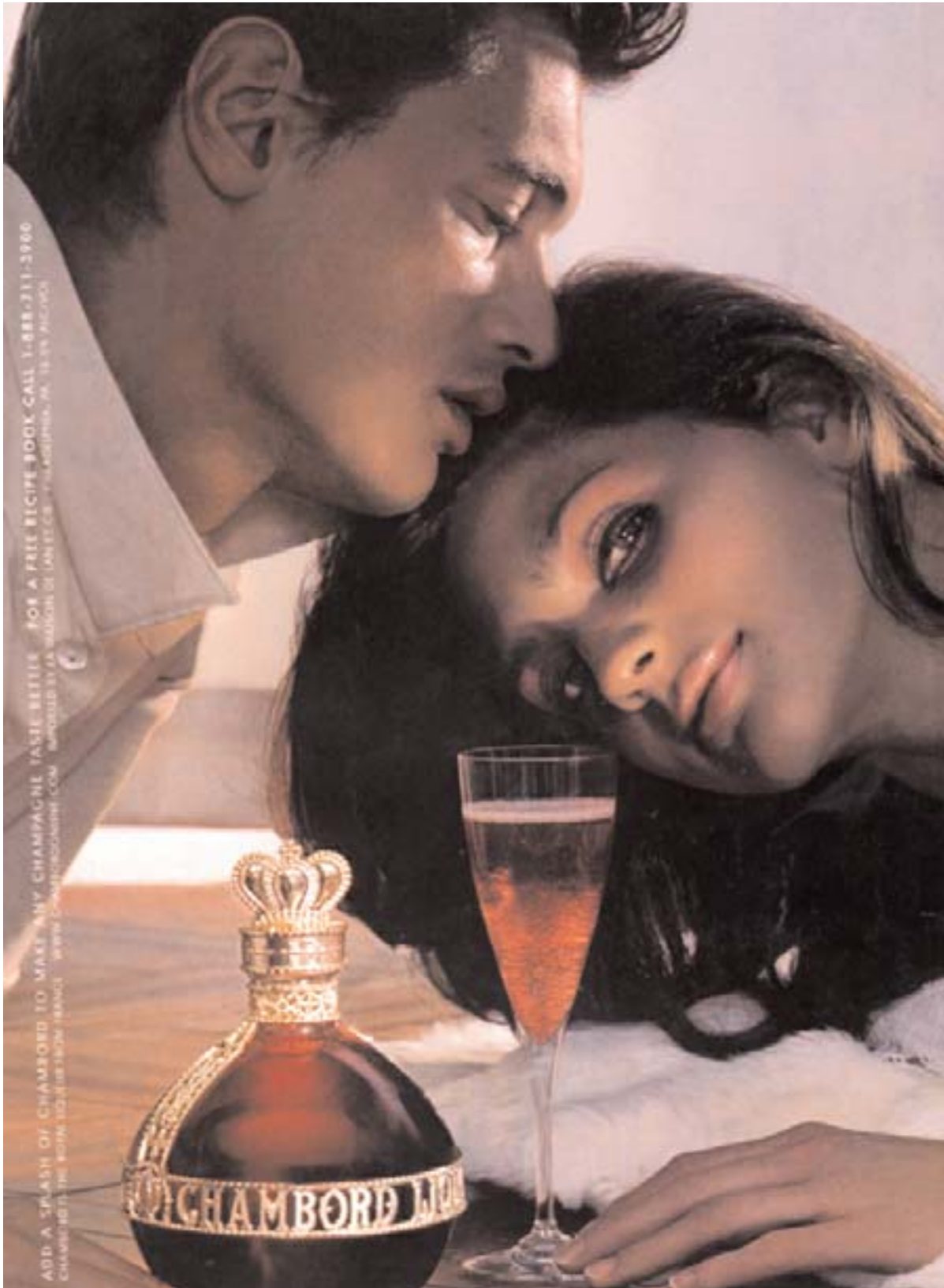
www.niveausa.com



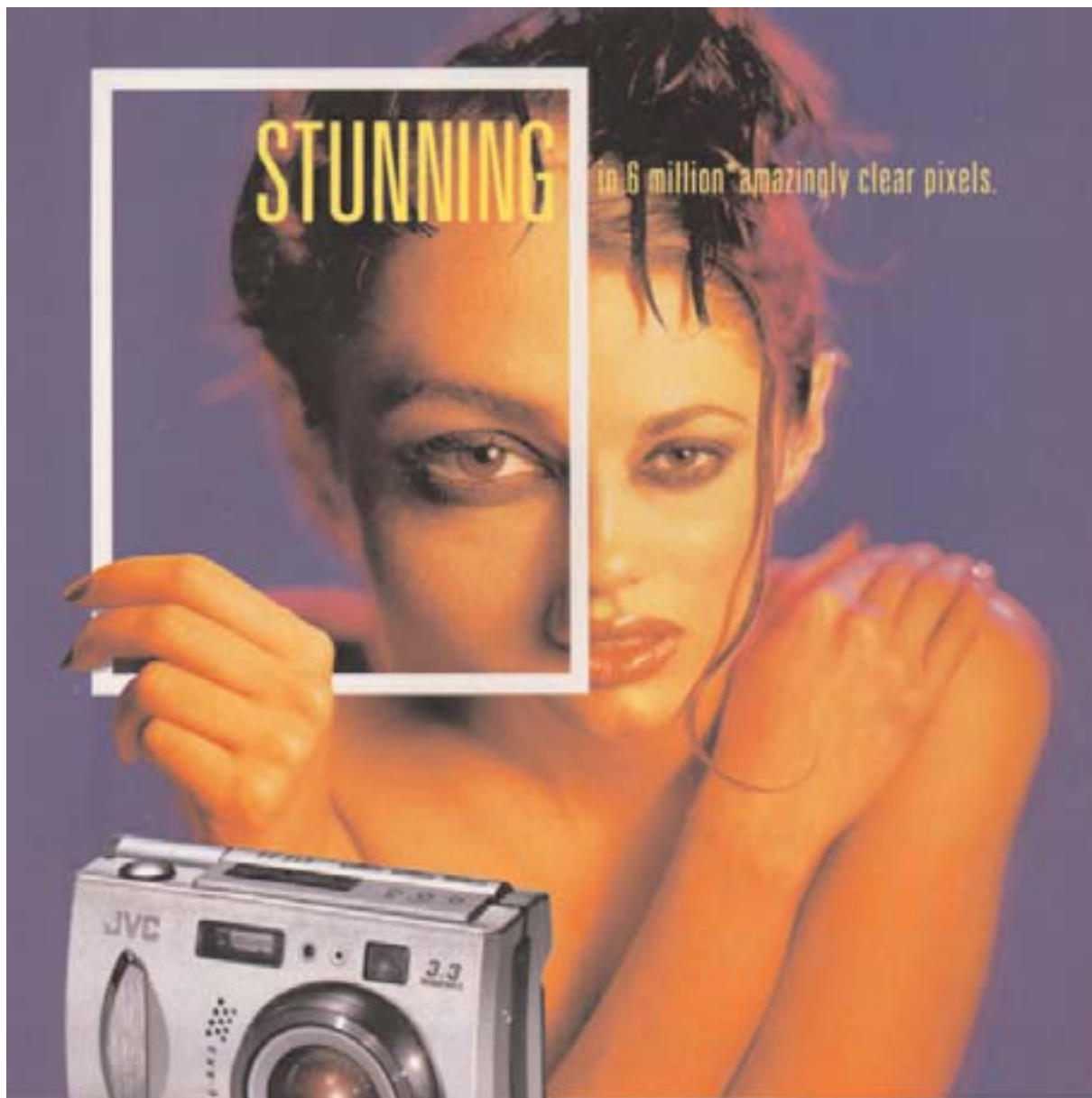
New

SPF 15 • Benzoin • ©2003

HANDOUT 11A



ADD A SPLASH OF CHAMBORD TO MAKE ANY CHAMPAGNE TASTE BETTER. FOR A FREE RECIPE BOOK CALL 1-888-211-3900
CHAMBORD, THE ROYAL HOUSE OF FRANCE. WWW.CHAMBORDLIQUEUR.COM. IMPORTED BY LA BOUTONNIERE, INC., 15 39 AVENUE



The 6 Megapixel* Pro-Still GC-QX3 Digital Camera.

With amazing 6 Megapixel* Pro-Still capability, the JVC GC-QX3 isn't merely an amazing digital camera. It's an amazing camera. Period.

A powerful 2.3x zoom lens takes you from wide angle to super close-up at the touch of a button and a full range of creative functions lets you choose between fully automatic or complete control of every shot. Connect easily to your computer with the included USB cable or store your images on the removable SmartMedia card** You can even capture 20 seconds of moving pictures.

But what really sets the GC-QX3 apart is the combination of unprecedented resolution and exposure modes that decrease noise while increasing the dynamic range of your pictures. In plain English, that means digital images that will simply blow you away...even when cropped or enlarged.

The future of digital photography is here. And it's clearer than you ever imagined.

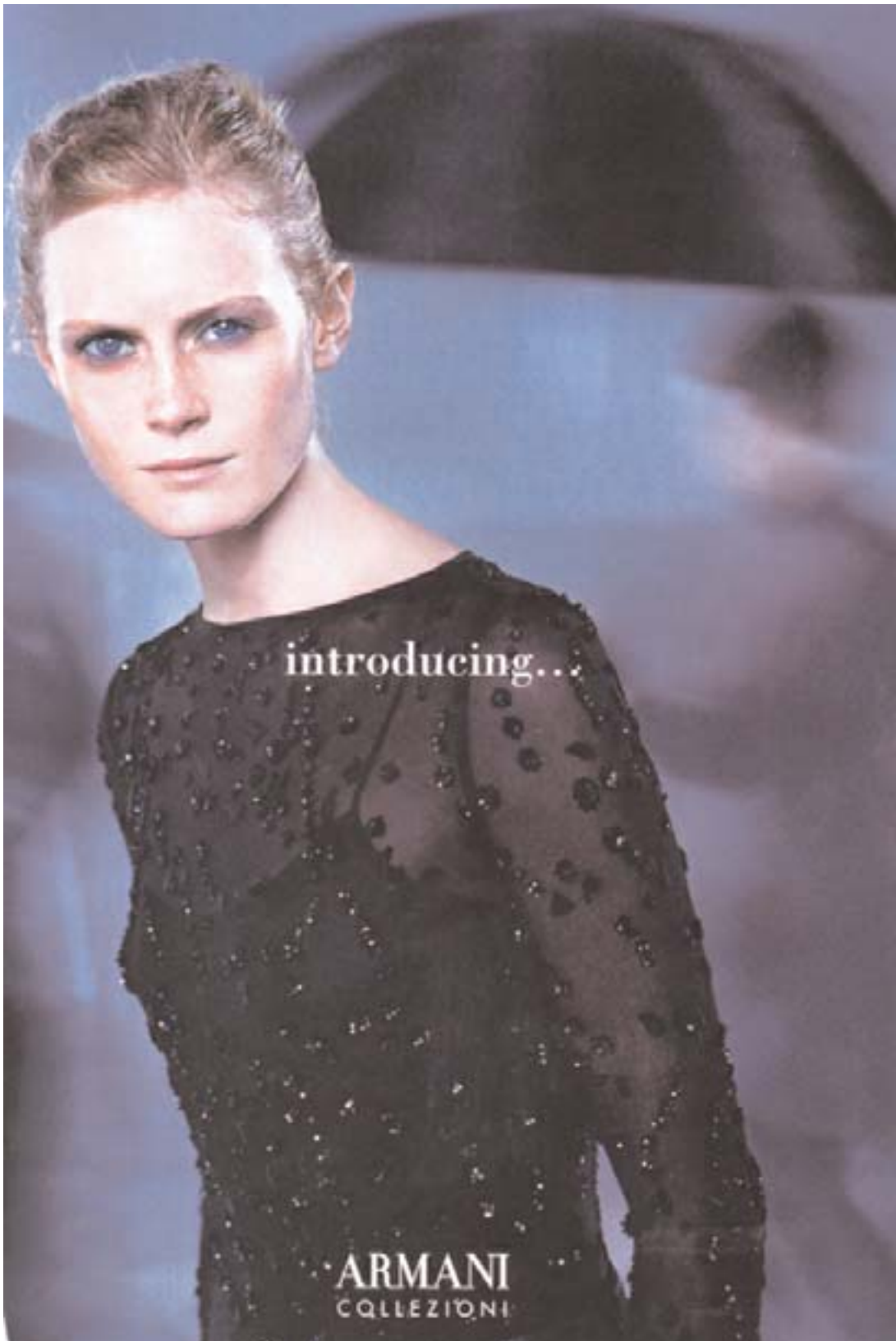
For your nearest authorized JVC dealer or product information, call 1-800-250-5722.

*Derived from 11 megapixel CCD using Pixel Shifting Technology.
**Optional floppy adapter for use with SmartMedia is available.



www.JVC.com

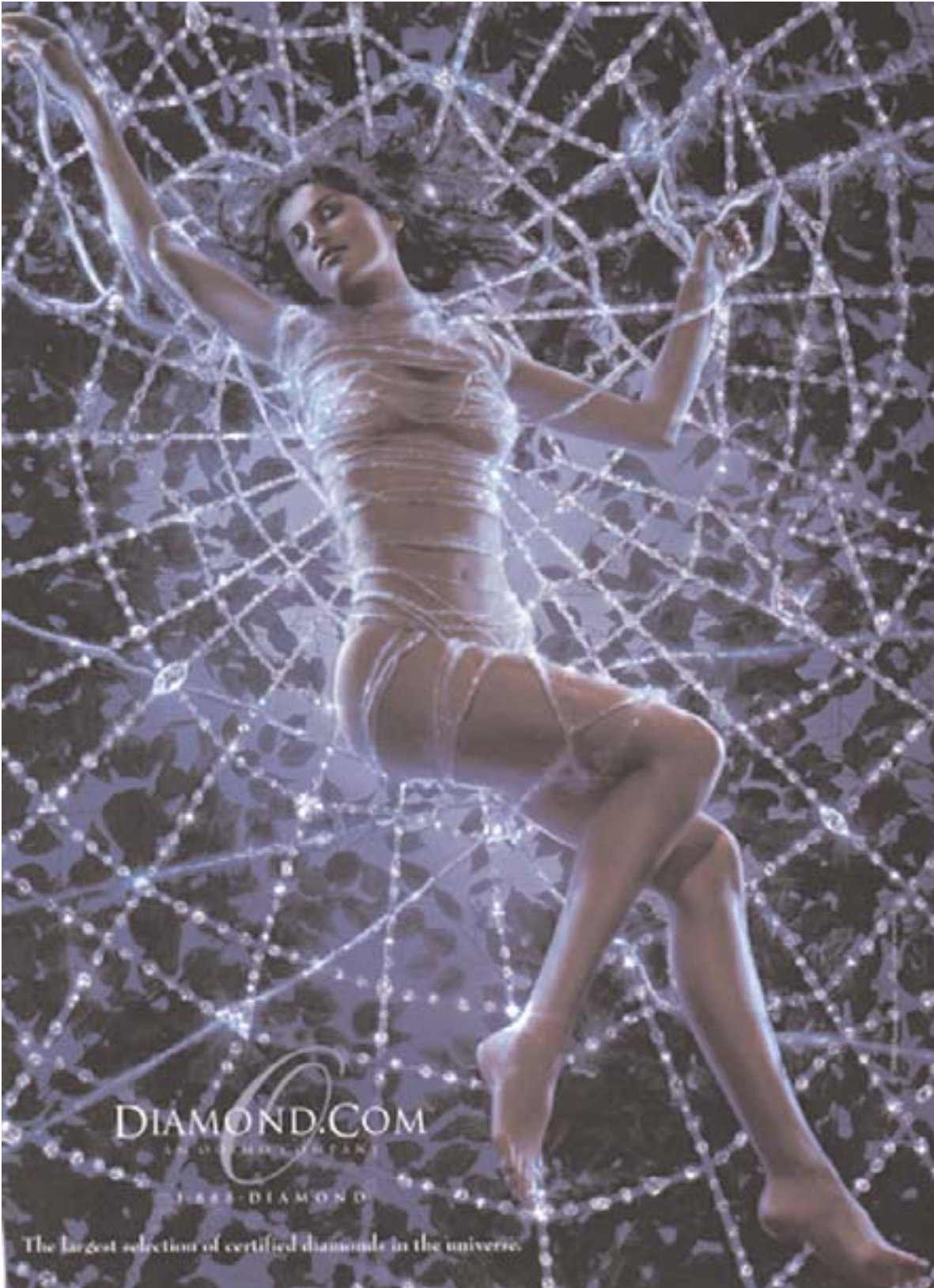
HANDOUT 11C



introducing...

ARMANI
COLLEZIONI

HANDOUT 11D



HANDOUT 11E

Are we the cutting edge of sweat-garbs? ————— We'll see.

Race-inspired cockpit, Formula One-style shifting, drilled aluminum foot pedals, SP® performance alloy wheels.*

The New IS. Starting At \$30,995*
It's Sufficiently Radical.

*Excludes taxes, license, title, and destination charge. ©2005 Lexus North America Inc. All rights reserved. LEXUS

HANDOUT 11F



HANDOUT 11G



**leave your mark
on the youth
of today**



HANDOUT 12B



Girls set the style. Girls have the power. Purchasing power. Leadership power. And where girls go, women follow. Today's girls go to **ym**. It's their most complete teen sourcebook—a trusted guide to beauty, boys, stars and style. It's the book that speaks their language. **ym** reaches 9.2 million of the most affluent, influential young readers. In a world gone girl, make **ym** Your Magazine. Call Laura McEwen at 212-499-1648.



World gone girl, **ym** is your magazine

JUST BETWEEN US GIRLS...



TWEENS and **TEENS** are where brand loyalty begins.
That's why smart marketers are targeting girls 7-17.

BAUER delivers **TWEENS** and **TEENS**.
By the millions.
At a cost that's just kid stuff.

DIRECTED JOURNAL WRITINGS: GENDER

- 1.** In what ways do you fulfill society's expectations of gender? Examine your reasons for fulfilling these expectations and how you feel about them? What expectations do you not fulfill? Examine these reasons and how you feel about them?
- 2.** Spend a free period observing the interactions of your classmates around campus. What inferences can you make about gender from your observations? How do your observations tie into the articles/conversations from class?
- 3.** Have you ever felt limited by your gender? Explain.
- 4.** Have you ever felt that your gender allowed you to do something that the opposite gender would not permit you to do? Explain.
- 5.** Write a letter to an adult of your same gender whom you admire. Tell this person what s/he means to you, how s/he has touched your life and what you admire about him/her... Write from your heart and be expressive. Paste an envelope into your journal and place the letter in the envelope. (*Do not seal the envelope.*)
- 6.** Choose a peer of your own gender whom you admire (whom you may or may not know personally). Write him/her a letter explaining why you admire him/her. Put the letter in an unsealed envelope and paste it into your journal.
- 7.** Same activity as #6, but write to a peer of the opposite gender.
- 8.** Personify your gender and write a letter to it, asking questions and expressing feelings... (ex. *Dear Womanhood, Often I have felt unaccepted by you...* OR *Dear Womanhood, You have given me many gifts and powers that I cherish...* OR *Dear Manhood, Sometimes you have been demanding...*).

CREATE YOUR OWN MAGAZINE

You will need to:

- » Choose a subject/audience (are you going to create a Sports magazine? a Fashion magazine? a Parenting magazine? etc.?)
- » Give your magazine a name – be original and creative!
- » Identify the messages that you want to send about gender. (*i.e. Current fashion magazines send the message that being female involves striving for 'ideal' physical beauty.*) What message(s) do you want to send about beauty? strength? etc.?
- » Identify the assumptions that underlie the messages you want to send. Create visual images and articles that accurately work off these assumptions.
- » Design advertisements that send these messages. Your ads should be completely original creations. You will need to take all photographs or create drawings that are used in the visual image. You will also need to create slogans and develop the idea behind the advertisement on your own. **Do not copy already existing advertisements.** You may, however, devise advertisements for already existing products and brands. You're encouraged to make up your own brands.
- » Write articles, columns, and/or editorials that convey messages about gender, either directly or indirectly. (*i.e. an article about males and eating disorders addresses gender directly while an article about the CEO of a Fortune 500 company who happens to be a woman addresses it indirectly.*)

After creating your magazine, write a reflection which answers:

- » What were your intentions for the articles you wrote? How well did you accomplish your intentions?
- » What were your intentions for the advertisements you created? How well did you accomplish your intentions?
- » What did you learn through the creation of this magazine?
- » How does your magazine represent what you understand about the media?