



## SPARKit with Media Education Foundation



### Film Discussion Questions

#### **Killing Us Softly 4:**

- What do you think is the purpose of advertising? How does the purpose of advertising affect the way people are portrayed in advertising?
- What are some stereotypical stories media tell about women? About men? Can you think of some stories or messages not mentioned in the clip? What patterns of difference do you see between the kinds of stories told about women and men? How do you think this impacts girls and women, boys and men?
- Jean Kilbourne mentions an increase in media sexualization, especially in media targeting younger girls. How do mainstream media define sexy for girls? Can you give some examples of media sexualization you've seen?
- How are sexualized images in media different from the messages kids receive about healthy sexuality from parents or in school health classes?
- Kilbourne mentions a number of concerns about the media's version of sexy. What impact do you think these images have on girls and boys and on their relationships?

#### **Generation M:**

- Describe the ideal girl or women, according to mainstream media. Do you feel that the media *reflect* or *create* the ideal image of beauty in our society? Or do you think it's a bit of both?
- What are some of the potential physical, emotional, and mental effects on girls and women who try to live up to our culture's ideal image of beauty and sexiness?
- In the clip we heard about the "thinness ideal" in our media. We also learned about the impact television had on girls' feelings about their bodies in Fiji. How and why do you feel individuals are susceptible to media influence? What does the media promise to those who match up to this ideal?
- What is responsible advertising? What might it look like in advertising to girls and women? How about to boys and men? Do advertisers have a responsibility to society? Do they have a responsibility to children? Why or why not?
- What role can girls and women play in diversifying or creating more options in our understanding of what it means to be a woman in the culture? What role can boys and men play?