

Online Quiz#3: Part 2

Sex Sells: Analyzing Images of Men and Women in the Media

Step 1: In-Class 4/28/16

Choose 5 images of women and 5 images of men from your magazines. Examine each of the 10 images carefully and ask yourself these questions:

1. What is this image's purpose? Is it an advertisement for a product or an illustration for an article? Who is the intended (or market) audience?
2. If it's an advertisement, ask yourself if you would buy the product and why? Did the image contribute to your decision? Do you think if a male was depicted instead of a female or vice versa would it have changed your mind? Why?
3. If it is an illustration for an article, ask yourself if it successfully enhances or detracts from your understanding of the article's purpose? Additionally, do you think there might be a hidden or subconscious message in the image.
4. For both illustration or advertisement, you might want to do further research on the advertisement or the magazine to see if you are accurately understanding its purpose. Remember *where* you encounter an image is important. Example: an advertisement that includes an image of a woman cooking in a women's magazine may have a different message than an image of a woman cooking in a men's magazine.

Step 2: Facebook - Due Monday 5/2/16 @11pm

Choose 2 of the most interesting and thought provoking images from the above exercise and write two paragraphs analyzing the concept of "The Gaze" as discussed in class and in your text (CH6 pgs. 157-161). Include your thoughts on whether the image reinforces or breaks gender stereotypes.

Posting directions:

Scan and add one image with commentary as a "comment" on the pinned post titled "*Sex Sells: Analyzing Images of Men and Women in the Media*". The assignment's post will be pinned at the top so it's easy to find each time. Add your second image and commentary following the same process. Please DO NOT create a new post because it will get buried under other member's posts on the page.

Step 3: Facebook – Due Wednesday 5/4/16 @11pm

Comment by using the "reply" tool on two or more of your peers' submissions.

Grading Rubric

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Criteria	Ratings			Pts
Response to prompt	Image with two paragraph specific and thoughtful response to prompt – 8pts	One paragraph specific and thoughtful response to prompt – 6 pts	No response or response is not specific or thoughtful – 0 pts	8 pts
Replies to classmates	Two or more replies with thoughtful feedback - 2 pts	One reply with thoughtful feedback- 1 pts	No replies or replies lack thoughtful feedback – 0 pts	2pts
Total Points: 10				