**Gender in Product Promotion Activity**

1. **Watch the advertisement son the websites and complete the following observations**

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| **CHARACTERISTICS** | **ADVERTISEMENT 1** | **ADVERTISEMENT 2** | **ADVERTISEMENT 3** |
| **Gender** |  |  |  |
| **Age** |  |  |  |
| **Race** |  |  |  |
| **Clothing** |  |  |  |
| **Hairstyles** |  |  |  |
| **Make-up** |  |  |  |
| **Stance/Walk** |  |  |  |
| **Gestures** |  |  |  |
| **Facial Expression** |  |  |  |
| **Product** |  |  |  |

1. **Copy the following list into your notebook. Study television advertisements over a three-day period (timing is up to you). Every time you see a woman or girl in an advertisement decide which words below describe the image of the female presented. Record each impression by putting a tick next to the appropriate word. Add other words that you might think be appropriate.**

Intelligent

Attractive

Sexy

Well organised

Adventurous

Independent

Stupid

Nurturing

Responsible