

AMERICA BY THE NUMBERS

Summary of Ads in “The New Mad Men”

“The New Mad Men” includes advertisements created recently as well as some examples from decades ago. As you watch, take notes on the groups featured in these ads and how they are portrayed. An example of what these notes might look like can be found in the chart.

GROUP	THEN (OLD ADS)	NOW
Age		
Teenagers		
Elderly		
Race/ethnicity		
Whites		
Blacks	Aunt Jemima pancake mix— stereotyped black female wearing a bandanna	
Latinos		
Asians		
Other group(s)		

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MIDDLE & UPPER GRADES ACTIVITY

K 1 2 3 4 5 6 7 8 9 10 11 12

Appearance		
Hair color/texture		
Skin color		
Body type		
Families		
With same-sex parents		
Multiracial		
Gender		
Boys/men		
Girls/women		