

## Viewers Have Power Too

After looking at the advertisements with your class, answer these questions in complete sentences.

1. What stereotypes are perpetuated by the first ad? What message is the ad sending about African-American people?

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2. How do these stereotypes make you feel?

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3. Does awareness of these stereotypes impact your response to the ad? How?

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4. What stereotypes are perpetuated by the second ad? What message is the ad sending about girls?

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5. How do these stereotypes make you feel?

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6. Does awareness of these stereotypes impact your response to the ad? How?

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7. Advertisements have a lot of power, but as viewers, we have power too—the power not to let some of the harmful messages in. List a few strategies for rejecting the stereotyping messages advertisements are trying to send you.

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