

Advertising Analysis continued – 2023

Last day we looked at gender stereotypes in advertising. Think about how the products and ads were focused on ideas of what it means to a boy and a girl, and the words, colours and images used in the products. For reference, we watched the Lego Friends and Lego City Adverts, and the Moon Sand ads. Using your notes, try to write down the main themes or messages that were designed for:

Boys:

Advertisements for boys tend to be about action-packed adventures or rough, tough, and powerful machines. They are very fast paced and include a lot of blues, grays, blacks, and whites. They talk a lot about demolishing, building, and breaking the rules.

Girls:

Advertisements for girls tend to be about friends, decorating, and caring for animals. They are very slow and calm with no action or fast talking and include a lot of pinks, purples. They talk a lot about food, parties, magic, and friendship. An image that shows up a lot are hearts and animals.

Now that you know some stereotypes, watch these advertisements and think of how they use a **very different message**.

#1 Run like a girl

<https://www.youtube.com/watch?v=qtDMyGjYIMg>

#2 – The Selfie project

https://www.youtube.com/embed/_3agBWqGfRo

#3 – Follow the Frog

<https://www.youtube.com/watch?v=3ilkOi3srLo>

#4 – Nike – what will they say?

<https://www.youtube.com/watch?v=F-UO9vMS7AI>

#5 – Proctor and Gamble – the Talk

<https://www.youtube.com/watch?v=XPl3hZqFaLM>

After watching these advertisements, how are these different from other advertising practices or ideas? What products or messages are they selling? Why do you think these techniques are being used instead of stereotypes?

These advertisements are different from other advertising practices because they do not include stereotypes and go against them. They are selling the message that we can be who we want to be without these stereotypes affecting us or shaming us. I think these techniques are being used because we are so used to seeing ads with stereotypes that one without them pops up to us and we notice it more. These techniques are also used because people in our modern day society might want to support the companies and buy their products if they don't enforce stereotypes and value what we value.