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English 1300-003

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Reading 12

1. What is/was going on outside of the text that affected it?

Kilbourne’s *Two Ways Women Can Get Hurt”* was affect or really created by the growing problems in advertisement. Ads back then showed women more as objects that men could take advantage of whenever they wanted.

1. Where and when was the text written?

Kilbourne wrote *Two Ways Women Can Get Hurt* in 1999 and was primarily focused on America.

1. How does the genre of the text affect the argument?

I believe the genre of *Two Ways Women Can Get Hurt* is manly non-fiction and because of this, what Kilbourne says has greater meaning. If Kilbourne writes in non-fiction, then we should take what she says as the truth and see the problems she sees which will be fixed if enough people come together to change advertisement restrictions.

1. What historical, social, political, religious, technological, or other forces might have impacted the text?

Kilbourne repeatedly implied that advertisement effects everyone subconsciously and creates a divider because women and man and without this connection the text would not have been see as important because the main problem Kilbourne brings up is advertisements hurt our social life.

1. How did those factors affect the text could (or could not) say ---or how it made its argument?

These factors allowed *Two Ways Women Can Get Hurt* to fully establish the issue of advertisements and the problems she saw in them.