



Gender bias

Why do some types of advertisements prefer one particular gender? Why, for example, do magazines about cars or drinks feature women? Are women the prime audience for such products? How does this influence our thinking about women?



Culture and values

What do such media messages tell about the life and society we're living in? What impact will such messages have on children growing up in such a society? If you feel negative about this, how will you control it?



Beauty and body image

Why do ads portray beautiful people with perfect bodies, faces and skin? Why are they using this tactic? Who are they targeting? What is their goal? What are the alternatives to such advertising?



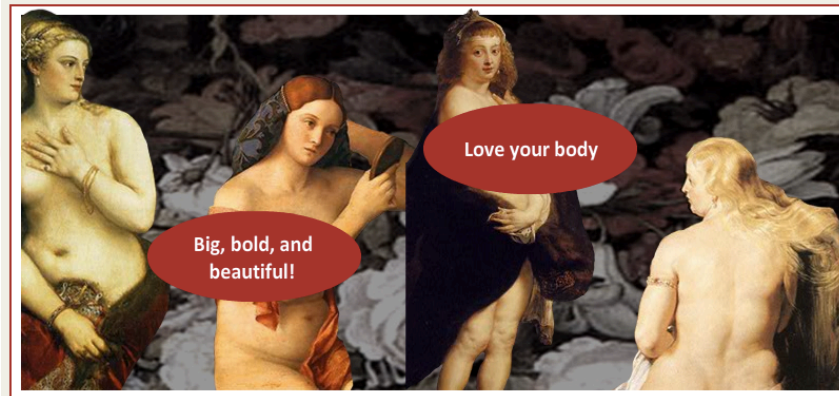
Violence

What do these messages achieve by showing so much violence? Who benefits in the end? What impact do such messages have on the minds of young children? Are horror, gangsterism, killings and extreme violence necessary? What does this tell about the kinds of messages that excite us?



Sexual Overtones

Why do messages sometimes have sexual overtones? What is their goal in doing so? Who are they targeting? What are the alternative strategies they can use? What is the long-term impact of such messages?



Be aware of the long-term effects of media messages.

For years on end, the media industry has provided images in which being slim equals being beautiful. They have driven this idea to the obsessive level that we see today.

Long-term exposure to such images slowly made the notion of slim=beautiful accepted knowledge, and this led to a change in behaviours and a change in lifestyle.

