

ADVERTISING QUESTIONNAIRE

Search the Internet for an advertisement that is harmful towards women. These ads could be sexually explicit, degrading towards women, objectifying women, promotes violence against women or stereotype women (passive, sexual objects for men, etc.) Print your advertisement and answer the following questionnaire. Hand in your ad as well as the questionnaire.

1. Does this ad include people with a variety of body shapes and sizes?
A. Yes B. No
2. How do the people look in the advertisement? (What is their body type?)
A. Normal Weight B. Unusually thin C. Overweight
3. Do you think people who actually use the product being advertised typically have the body type shown in the advertisement?
A. Yes B. No
4. What is the product being advertised? _____
5. Do you think the models in the ad naturally look the way they appear or do you think their picture or their appearance has been enhanced in some way?
A. This is their natural look. B. The picture has been enhanced.
6. How would you say the people appear in this ad?
A. Happy B. Unhappy C. Neither D. Can't see their face.
7. How would you describe the product being advertised?
A. Healthy B. Unhealthy C. Neither
8. Are the models in the ad fully clothes?
A. Yes B. No
9. Are the models placed in a suggestive position?
A. Yes B. No

10. Does the advertisement portray the woman as passive/submissive?

A. Yes B. No

11. Does the advertisement show the women's face?

A. Yes B. No

12. Does the advertisement portray the women as an object/non-living thing?

A. Yes B. No

13. What is the focal point of the ad? _____

PRINT A PICTURE OF THE ADVERTISEMENT AND HAND IT IN WITH YOUR QUESTIONNAIRE

Advertisement /10mks

Questionnaire /13mks