

Say bye to uncle Ben's

Thoughts

Advertisements often use traditional stereotypes to create an image for the product. These stereotypes influence consumers.

“As an Italian-American, I have a special responsibility to be sensitive to ethnic stereotypes.”

- Al D'Amato

The team

You work for a committee fining companies that violate advertisement codes on stereotyping. It is your task to collect examples of advertisements and explain what and or why they are stereotypical.

Procedure

Investigate differences in packaging. Type in your search engine: 'boys toys' and 'girls toys'. What are the differences?

Go through the cupboard at home and skim the shelves in the supermarket for packages that are stereotyping. Watch advertisements in a glossy or on TV and bring your examples to class. Discuss with your team what should be altered in the package, name or advertisement so that it is not stereotypical in any way. Propose how stereotypical packaging can be altered so it is applicable for multiple target groups.

Evaluate the outcome and improve.



school 1
task force
member



school 2
task force
member



school 1
task force
member



school 2
task force
member

Outcome/aim

Present your newly designed packaging.