

Stereotypes in Pop Culture  
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## FIRST DAY ASSIGNMENT

For the first day of class you will need to find two ads in a popular magazine. Select large format ads preferably with people in them. Your assignment is to write 1-2 pages of detailed observations on each ad you have selected. You will bring both of the ads and their descriptive notes to class for the first session. One of these ads will be for presentation in class, the other will form the basis of your first paper.

Some questions to consider as you focus on an ad:

What is the source magazine? What is the product/service being sold? (Please place these at the top of the page). Who is the expected/projected audience for this magazine? Who is the ad appealing to? What details of race, gender, class, ethnicity, family and etc. can you observe in this ad? Who appears in it? What are they doing? What is the setting? What is the mood or tone of the ad?