Over the next week, I would like you to find a few hours (at least 3) to watch television during prime time (7-11pm). You don’t have to watch full shows…you can channel surf. Collect a variety of information about the shows and ads you see across your viewing.

1. Choose **three** commercials you find particularly interesting. For each, remark on the following:

- what is the product/service the ad is trying to sell?

- what gender roles do you see?

- what stereotypes do you see?

- what examples of affect transfer, licenced withdrawal, match up hypothesis, decorative roles, objectification, and/or role-product congruity did you witness? Exlplain.

2. Did any of the ads you watched DEFY traditional gender norms and characteristics? Did any of them reverse the phenomena typically associated with one gender over the other? (think licensed withdraw, for instance). Explain. Why do you think the company’s advertising and marketing teams made these decisions? Make reference to at least ONE specific ad…you can remark on many or trends, though, in your response.

3. Detail the types of television shows you saw (even if it was just a part of a show) on prime time television. Were they comedies, dramas, reality tv shows, etc.? What traditional gender norms and stereotypes were represented? Which ones were reinvented, inverted, altered, evolved? Think about things in this question….I want you explore what’s really *going on* on television these days…is it the case that women now have more roles with power/authority…but that the expectations on their appearances have increased? Are men more represented in certain areas, like science and technology, or not? Are there more characters/stories that represent a more complex spectrum of gender and sexual orientation? Explain.

Each of the above questions should be responded to in about 300 – 500 words.

This project will be due on Monday, May 25th, typed, double space, and in class.

Knowledge and Understanding /10

Correct use of course terminology

Thinking /10

Analysis of ads and television roles/plots

Communication /10

Effective communication skills

Application /10

Effective transfer of course concepts, hard work