

### Advertising and Objects:

- [http://www.mediaed.org/assets/products/206/studyguide\\_206.pdf](http://www.mediaed.org/assets/products/206/studyguide_206.pdf) (lots of help!)

### Activities:

- Watch television for at least 1.5 hours, look in at least three magazines, listen to your favorite recording artists music and record the following:
- What show(s) you were watching or what magazines were you looking in?
- What advertisements did you see (by what company, product, etc.)?
- What objects were being advertised/discussed?
- What messages are trying to be portrayed to the viewer/listener?
- What objects or techniques were used to advertise?
- What effects do these objects/themes have on you and your peers?

### In Class:

- Discuss findings. Read article about killing us softly or watch the video if permission is granted from parents/legal guardians. Discuss how women are portrayed as objects in advertising, more specifically magazine advertising.

Create a piece of work that raises awareness of what you and your peers are subjected to via the visuals within our culture of advertising and media. Choose one object/theme you have seen or heard in advertising to focus on. Choose one of the following art forms as a way to raise awareness (try to have a reason for the art form you choose and the location it is displayed in):

- Wearable art
- Installation art
- An advertisement to be hung around the school
- Performance art

Use the discussions and exercises we have done in this class to assist in your pursuit.