**Women in the Media Synthesis**

PG.

(Suggested reading time—15 minutes) (Suggested writing time—40 minutes)

Research indicates that media, especially advertising, can create and sustain unrealistic images and stereotypes, especially of women. Because advertising is a billion dollar industry selling values, concepts, images, and stereotypes, and because its influence is far-reaching, critics believe more attention must be paid to the media’s portrayal of women. According to CNN/Money.com:

“*They are better educated, earning more money than ever, and make the bulk of buying decisions. Yet when it comes to wooing women, advertisers could use a lesson in the art of courtship.”*

Carefully review the your notes, the magazines you’ve been giving, or any additional source you may find useful. Then synthesize information from at least three of the sources and incorporate it into a coherent, well-structured poster in which you defend, challenge, or qualify either the of the following claims:

* The advertising industry fails to create an accurate picture of today’s woman.
* Advertising today continues to reinforce stereotypes about women.

Make sure your argument is central; use the sources to illustrate and support your reasoning. Avoid merely summarizing the sources.

PROJECT OBJECTIVES:

*\*To carefully and closely analyze the explicit and implicit messages advertisements/media send regarding women and gender expectations.*

*\*To synthesize ideas from a variety of sources in order to create a strong claim.*

Poster Details:

1. Your poster must include a clear, well-structured thesis statement responding to the prompt (with three distinct directions).

2. Incorporate evidence from both the text sources (posted online) and visual sources found in magazines.

3. Thoughtfully connect any sources you use to support your stance. These connections don’t necessarily have to be in typical essay form, however I should be able to draw a clear conclusion from viewing your poster. For the print sources, please include a relevant or striking quote.

4. Make your poster visually appealing! Be mindful of the way you use the space on the paper.