

## Underlying Messages

**Image 1—An advertisement showing a woman in a sexualized manner**

Description: \_\_\_\_\_

What is this advertisement selling?

---

---

---

---

---

What are the underlying messages or values being sold?

---

---

---

---

---

**Image 2—An advertisement depicting a man in a sexualized manner**

Description: \_\_\_\_\_

What is this advertisement selling?

---

---

---

---

---

What are the underlying messages or values being sold?

---

---

---

---

---

**Image 3—An advertisement depicting two people in a sexualized manner**

Description: \_\_\_\_\_

What is this advertisement selling?

---

---

---

---

---

Is one person dominant? Who has the power? Who is active? Who is passive?

---

---

---

---

---

What are the underlying messages or values being sold?

---

---

---

---

---