

career woman, mother, wife, and homemaker.

Despite all of these demands, the woman still looks like a model. In those few cases where the harmony breaks down, the woman is shown as being responsible for the breakdown or in need of drugs to cope with the stress. On the other hand, men are seldom seen as responsible for cooking, cleaning, and child care, or in need of drugs in order to cope.

- What kind of influence has advertising had on your own views of beauty, attractiveness, and sexuality?
- How does advertising influence our understanding of social role based on gender?
- To what degree have your family, friends, and classmates been socialized by advertising?