

## HEALTH, STEREOTYPES AND ADVERTISEMENTS.

*Fill out the following thoughts and conclusions grid.*

<b>PRODUCT.</b>							
<b>1</b>	<i>FEATURES OF THE PRODUCT. (Color, shape, size, etc...)</i>						
<i>Where did you find it?</i>							
<b>2</b>	<i>BENEFITS EXPECTED</i>						
<b>3</b>	<i>TARGET CONSUMER</i>						
<b>4</b>	<i>HOW IS THE TARGET CONSUMER DESCRIBED, PRESENTED?</i>						
<b>5</b>	<i>SOCIAL STEREOTYPE SHOWN. WHY?</i>						
<b>6</b>	<i>WHAT TELLS YOU THE ADVERTISEMENT ABOUT MEN, WOMEN, KIDS OR ANY OTHER CHARACTERS INVOLVED?</i>						
<b>7</b>	<i>CONCLUSION</i>						
<b>8</b>	<i>PERSONAL FEELINGS ABOUT THE ADVERTISEMENT AND THE STEREOTYPE.</i>						

*Write a brief conclusion with your personal opinion after the study of all the cases. How do you feel about it? What are the consequences of this type of advertisements? Is there anything we can do to reduce the damage caused? Develop any idea that you may consider interesting. Your writing may be larger than the box.*