

### Some questions to guide your viewing of Killing Us Softly 3

What does advertising 'sell?' What are the messages sold to women? To men?

Jean Kilbourne comments that the impossible, ideal image presented by advertisers "wouldn't matter so much if it didn't connect with the core belief of American culture that such transformation is possible; that we can look like this if we just try hard enough, buy the right products. If we're not beautiful, or thin, or rich, or successful, it's because we're just not trying hard enough. To what extent do you think transformation is a central principle of American society?

According to the video, women of color are disproportionately shown as animalistic and exotic. What effect(s) might this have on girls and women of color? What effects(s) might this have on the way that others view girls and women of color?

Do you think that these images within the media affect women and men? How so?

What are some of the consequences (physical, mental, social) of pressures to live up to our culture's ideal image of beauty?

Can you think of examples in the popular media that work against the image of the passive, vulnerable woman? How are these images different from the story traditionally told by advertisers? What other images can you imagine to portray a diversified understanding of femininity? Of masculinity?

According to your reading, what is the beauty myth? How do these images present in advertising reproduce gender difference and gender inequality?

Think of an image within the film that you found shocking or that stuck with you for some reason or another. Describe the image. What was compelling about this image? What message/s does this image send?