Focus/Summary
The purpose of the lesson is to trace the rise of feminism through the ways women appear in advertising and how women are advertised to from the 1950's to today.

Vital Theme and Narrative
Civilization, cultural diffusion, and innovation
Values, beliefs, political ideas and institutions
Patterns of social and political interaction

Habits of Mind
• understand the significance of the past in their own lives, both private and public, and to their society
• perceive past events and issues as they were experienced by people at the time, to develop historical empathy as opposed to present-mindedness

Objectives
Through this lesson students will view various advertisements both featuring and directed at women. These advertisements will cover the period from the 1950's up through 1990's. Students will use the analysis guide provided to analyze these ads and trace the rise of the feminist movement through these advertisements. Students will then create their own advertisement aimed at the woman of today.

Procedures
Opening the Lesson
Students will view Chapter 4 of the PBS Frontline program “Merchants of Cool”. Chapter 4 is entitled “The Midrift”. This portion of the program deals with advertisers attempts to market products and music to teenagers using the female sexuality. Teacher will then lead a discussion of the program.
• In what ways are women portrayed in advertising aimed at both teen boys and teen girls?
• Does sex sell even to teenagers?
• What potential damage is being done to teens by the adults that create these advertisements?

Developing the Lesson
Students will view the following advertisements

• Coca Cola 1950's
• Lux stockings 1950's
• Canada Dry 1960's
• Coca Cola 1960's
• Double Mint 1970's
• Blue Jeans Perfume 1970's
• Wrangler Jeans 1980's
• Commodore 64 1980's
• Mercury 1990's
• AirAsia 1990's

Concluding the Lesson
Students will search the internet, magazines, newspapers, etc. and bring two examples of contemporary advertising featuring and/or aimed at women. Each student will present their advertisements to the class and give a short analysis of each advertisement.
1. Product being advertised

2. Describe the people in the advertisement:
   
   Are they male or female or both?

   What are they wearing?

   How do the people in the advertisement interact with each other?

3. Who is the target audience for this advertisement?

4. What gender stereotypes are evident in the advertisement?

5. Is sex being used to sell you something in this ad? Explain.

6. Do you think this ad was effective for the time period in which it was produced? Explain.

7. Would this advertisement be effective today? Explain.