

FILM DISCUSSION: KILLING US SOFTLY

After Seeing the Film “Killing Us Softly III” By Jean Kilbourne students are broken into small groups and asked to discuss and take notes on Five of the following questions.

1. Where do you see advertisements? (Think of as many places as possible.)
2. What is success? How is success portrayed in advertisements? Who is successful in advertisements? Are there definitions of success other than those offered by advertisements? What are they?
3. What, according to our culture, is the definition of "femininity?" What characteristics are considered "feminine" in our culture? Do other cultures consider different characteristics?
4. What, according to our culture, is the definition of "masculinity?" What characteristics are considered "masculine" in our culture? Do other cultures consider different characteristics?
5. Which products are sold using images of women and femininity? Which products are sold using images of men and masculinity? Are these ever switched around? If so, when?
6. Can people, whether male or female, have both "feminine" and "masculine" characteristics? Do you see a danger in limiting people to one or the other?
7. What products are sold by people of color? What is the setting in these advertisements?
8. What products are sold using sexuality? Why do you think advertisers use sexuality to sell?
9. What are some stories media tell about women? How do they tell them? What are some of the stories media tell us about men? How do they tell them?
10. Where else, besides advertising, do we learn what it means to be a woman in our culture? Which stories about what it means to be a woman are the most powerful in our culture? Why? Do you feel that the media reflect or create the ideal image of beauty in our society – or both?