STEREOTYPES IN ADVERTISEMENTS

What is stereotype?

- **Stereotype is a conventional or formulaic conception or image.**

The most popular types of streotyping in advertisements:

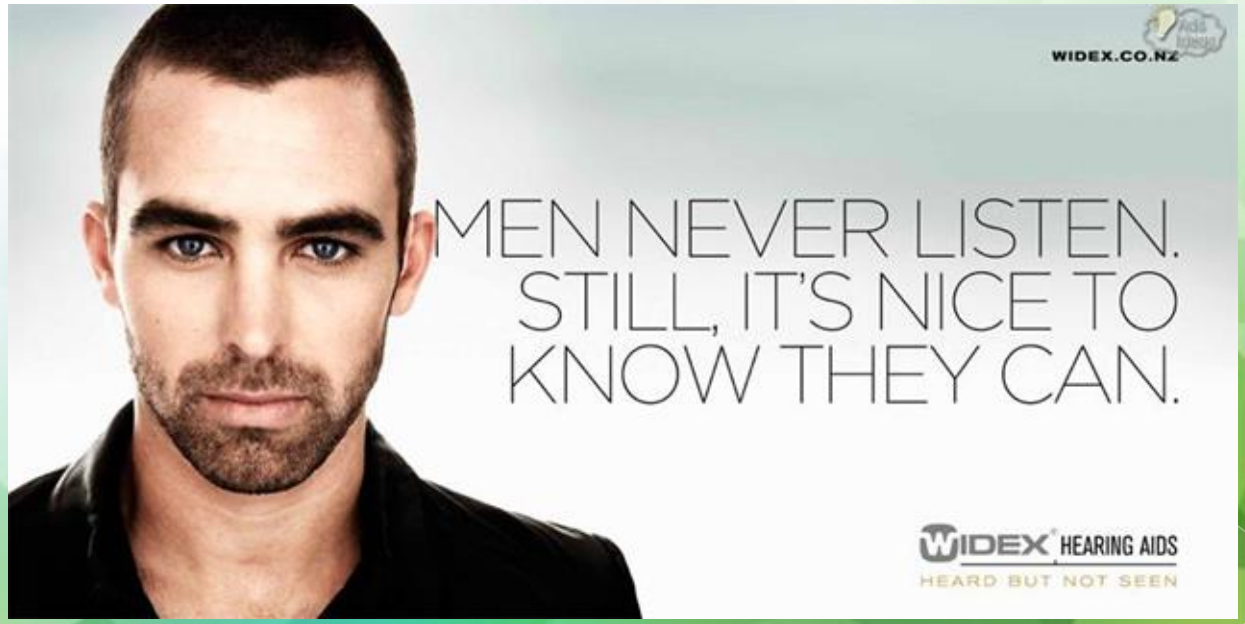
- - CHILD GENDER ROLES
- - SHALOW OR INCOMPETENT MALE
- - DOMASTICATED FEMALE
- - RACIAL STEREOTYPES

1. *Child Gender Roles*

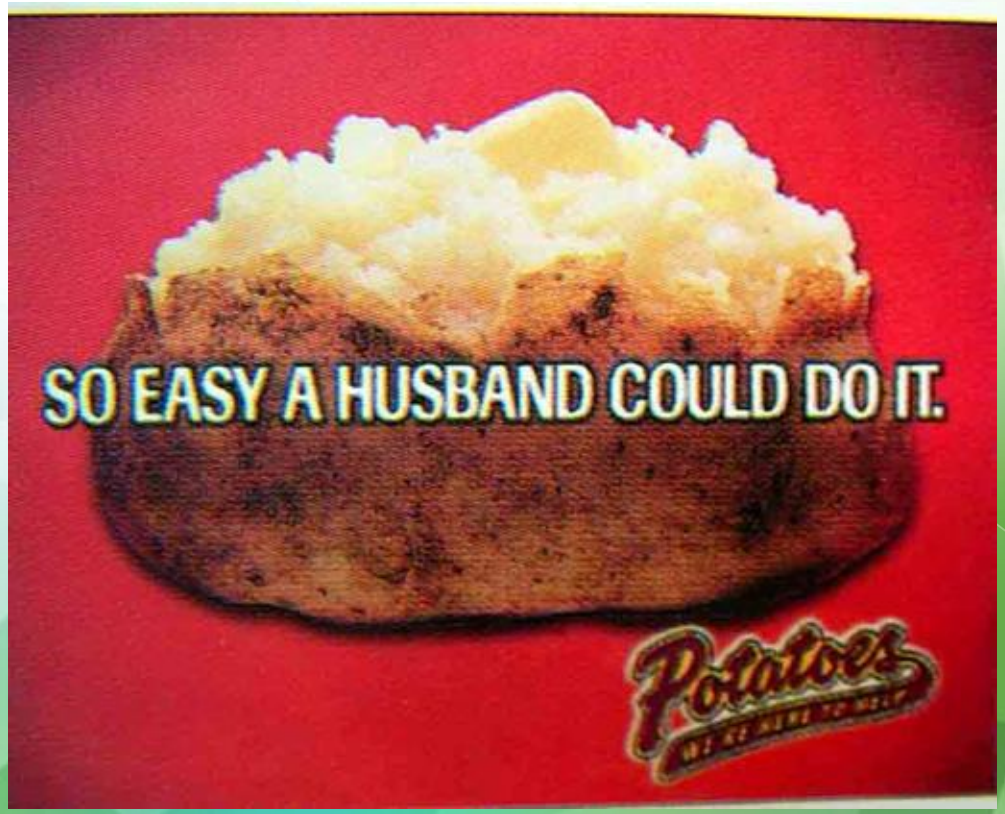
- Boys are often portrayed as rough or aggressive, while girls are portrayed as more dainty or feminine.

2.Shallow or Incompetent Male

- Some advertisements play to the stereotype of young men as shallow and superficial.

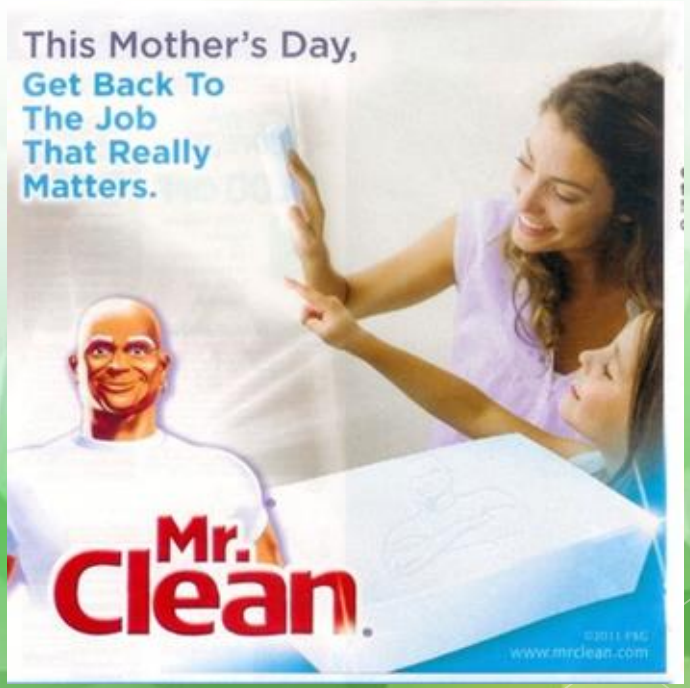


- The husband may be portrayed as a somewhat dim individual who means well but is essentially incompetent.



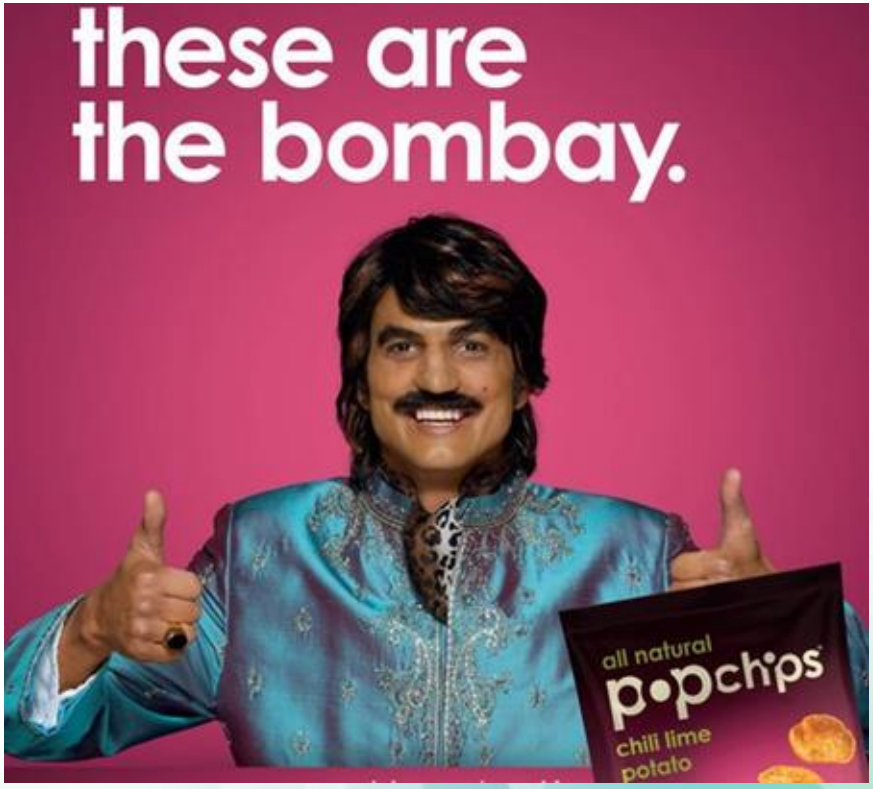
3.Domesticated Female

- Women are still depicted as being in charge of all the domestic chores in the household.



4. Racial Stereotypes

- Advertising can also perpetuate racial stereotypes that have lasted for generations.


these are
the bombay.
all natural
popchips
chili lime
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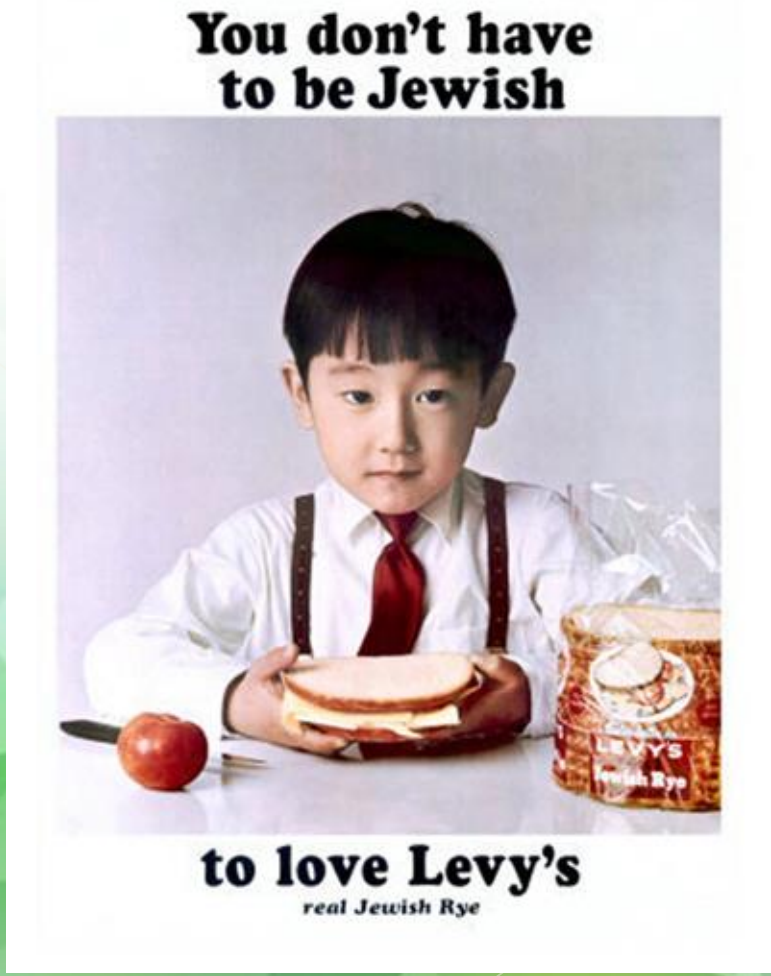
You don't have
to be Jewish
LEVY'S
to love Levy's
real Jewish Rye

- The media clearly has an impact on audience's ideas about stereotyped groups, but it is just one of many aspects of person's development of understanding the world- peers, family, travelling and the Erasmus project ideas ☺