



LESSON PLAN

Level: Grades 7 to 10
About the Author: MediaSmarts

Gender Messages in Alcohol Advertising



This lesson is part of *USE, UNDERSTAND & ENGAGE: A Digital Media Literacy Framework for Canadian Schools*: <http://mediasmarts.ca/teacher-resources/digital-literacy-framework>.

Overview

In this lesson, students think critically about culturally inherited gender stereotypes, and explore how stereotypes about men and women are promoted and reinforced through the images and messages in alcohol ads. In the first half of the lesson, students discuss the nature of gender stereotypes, common male and female stereotypes, and where these stereotypes come from. Students also explore why adolescents are a particularly vulnerable group when it comes to stereotypes about gender and gender relationships. In the second half, students view and discuss alcohol ads that integrate gender stereotypes into messaging about drinking.

Following this, students deconstruct alcohol ads seen in print and online media. In a final group activity, students create and administer surveys to other students in order to determine the awareness, exposure and influence of stereotypes in alcohol ads.

Learning Outcomes

Students will demonstrate an understanding of:

- what a gender stereotype is
- the limiting and often negative consequences of stereotyping, particularly as it relates to gender

and an awareness of:

- stereotypes commonly associated with women and men and the sources of these perceptions and attitudes
- how alcohol companies integrate gender stereotypes into their ads in order to influence alcohol consumption
- how they may be influenced by gender messages
- how they may be influenced by messages about drinking in alcohol ads

Preparation and Materials

- To prepare for this lesson, read the teaching backgrounder *Gender and Alcohol* and prepare to project the examples of TV ads



- Prepare to project or distribute the following overheads:
 - *Male Stereotypes in Alcohol Ads*
 - *The Buddy*
 - *Female Stereotypes in Alcohol Ads*
 - *Objectification and Dismemberment*
 - *What Alcohol Ads Say about Relationships*
- Prepare to distribute the following sheets for student assignments:
 - *Examples of Alcohol Advertising: Women*
 - *Examples of Alcohol Advertising: Women worksheet*
 - *Examples of Alcohol Advertising: Men*
 - *Examples of Alcohol Advertising: Men worksheet*

Procedure

Class Discussion

Start by writing the words "men are" and "women are" on the board.

- Can you give me some words that we associate with being a man or being a woman? (*List answers under each.*)
- Are any of these traits shared by both of those genders? (Explain to students that *gender* is more than being male or female – it's how you see yourself, and how society sees you, based on being a man or a woman in our society.)
- Are these words accurate for all men and for all women?
- Where do we get our ideas about how men and women behave? (*Answers may include: from family, culture, religion, society and so on. Point out that there are many influences on how we think about gender—but make sure that media representations are mentioned.*)

Ask students to define the word "stereotype." You should wind up with a definition something like this: Stereotypes are "fixed" or "set" beliefs about a group of people. When we apply stereotypes, we assume that all members of a group are the same – like cookies cut with the same cookie cutter.

In the case of gender stereotypes, this means that if you identify as a girl or a boy, or a woman or a man, you must act a certain way. Why might this be a problem? The main problem with stereotypes is that they usually give us an incomplete or misleading picture, based on generalizations about groups of people – but without taking into account the diverse characteristics of individuals. Believing stereotypes also limits our personal choices in determining our own interests and skills.

For example, a boy who likes cooking might worry about being called a "wimp" if he does this. A girl who wants to become an engineer might not choose this career because it is considered a "male" profession.

Gender stereotypes don't only tell us how to act; they also tell us how we should look. When we unconsciously try to live up to the impossible standards of stereotypes, we can do physical and emotional harm to ourselves.



- Can you think of any examples of this harm? (*Unrealistic standards of attractiveness fuel feelings of insecurity and low self-esteem. Some people may be so desperate that they turn to steroids or cosmetic surgery in an attempt to live up to them.*)

From the time we are born, our culture teaches what it means to be a boy or a girl. From the colour of clothes to the toys we play with, the messages begin at a very early age. Young people in particular are influenced by a barrage of messages telling people to conform to a variety of expectations about how men and women look and behave. Nowhere are these stereotypes reinforced more than in advertising.

Many child development experts and health practitioners have voiced concerns about the exposure by young people – especially adolescents – to alcohol ads. Why is this age group a particular concern? *Adolescents are at a time in their lives when they are experiencing rapid biological, psychological and social development. Young adolescents are also reaching out socially and experientially.*

A large part of this phase consists of consciously moving towards "adult" lives, which involves trying out behaviour associated with being mature and independent. For many young teens, drinking is considered a right of passage into adulthood. Research has found that, overall, adolescents between the ages of 12 and 14 see drinking as a positive activity – a belief on which alcohol companies spend lots of money to reinforce.

There are also concerns about exposure to alcohol ads influencing the onset of drinking at a young age.

Given that young teens are at a vulnerable age and that many do experiment with alcohol, you can understand concerns about promoting alcoholic beverages in ads. But what about messages in these ads about men and women? Should we be concerned?

Explain to students that the world presented in advertising has a big effect on the viewer. (*Remember, advertising is a billion-dollar industry designed solely to influence people.*) Even in a beer ad, the underlying attitudes and messages communicate cultural values, which shape the way we think and the way we interact.

We're now going to take a look at some of these messages:

Project *Male Stereotypes in Alcohol Ads*. Review each stereotype with students. Have them brainstorm traits and characteristics for each and record descriptions in their notebooks.

The U.S. organization Children Now identified the following stereotypes, which are commonly associated with men in ads. Alcohol ads also play on these stereotypes.

Beer ads shape and reinforce ideas about masculinity in a variety of ways. The simplest is through images of strength, aggression and sexual potency, but what's just as common are ads that suggest alcohol can help men avoid un-masculine behaviour in order to retain their "masculinity". Here, for instance, men are encouraged to listen to "legends" or experienced men who can help them retain their sexual prowess, and to always drink when they're out by "grabbing the night by the junipers" and, above all, not to reveal that they ever danced ballet. (That last is actually a "drink responsibly" ad, implying that telling friends you were ever un-masculine is worse than other possible consequences of excessive drinking.)

Another popular theme in alcohol advertising is the idea of "the buddy." (Project the overhead *The Buddy*.)

- What do these ads tell you about male relationships?
- What connections do alcohol advertisers want you to make about drinking and male relationships?



Now repeat the process for *Female Stereotypes in Alcohol Ads Aimed at Men*.

The Sexpot/Bimbo is the sexualized "girl." Flirty, giggly and jiggly, this stereotype is young, and non-threatening.

The Man Eater is the sexually aggressive female. She has a harder edge than the sexpot and is usually a bit older. Glamorous rather than pretty, she gets what she wants from men by using her sexuality.

The Rebel asserts her independence by being a bit wild, in a cute and sexy way. Unlike her male counterpart, the action hero, female rebels are not portrayed as being angry or aggressive. Instead, they achieve liberation through drinking, smoking and partying.

The Prize is that "perfect woman" who can be yours if you consume the right beverage. Pretty, but not giggly, the prize smiles provocatively or remains emotionally aloof. This type of woman is more commonly portrayed in TV commercials in which there is time to develop a plot to explain how she is "won."

The Party Girl is stylish, sexy, glamorous and the "life of the party." Fun loving and confident, she is the centre of attention.

- Are students aware of any stereotypes that are missing from that list?
- Which of these do you think is the most commonly used stereotype in ads for beer and alcohol? Why?
- What promises, or myths, about women and drinking are suggested in each of these ads?
- Are some of the same stereotypes used in social network advertising, such as influencer ads? Can students think of any examples?
- Judging by the ads we've looked at, who do you think is the major target audience of alcohol companies? (*Young men.*) How do you know?

Project *Female Stereotypes in Ads Aimed at Women*. Ask students: How are these ads different from the ones aimed at men? How are they similar? (Make sure to point out that while there are ads aimed at men with just men in them, and ads with only women, and ads with both men and women, the ads aimed at women *only* feature women.) Why might advertisers use stereotypes of women in ads aimed at women?

Alcohol ads also contain implicit messages about relationships between men and women. Place *What Alcohol Ads Say about Relationships* onto the overhead projector and discuss messaging with students. One of these ads insinuates oral sex, it is up to the discretion of the teacher to include this ad or not.

- The Belvedere Vodka ad reads: "Unlike some people, Belvedere always goes down smoothly". This insinuates that the couple in the picture have had a scenario involving oral sex where the woman in the image is clearly uncomfortable. The man in the image is smiling and is holding the woman, which communicates the idea that if the man in a relationship is having fun, the woman should be too.
- The Jim Beam ad reads: "unlike your girlfriend, they never ask where the relationship is going". This message reinforces the stereotype that women want relationships whereas men want a non committal situation because they don't want to feel tied down.
- The Sauza tequila ad reads: "the tequila is pure, your intentions don't have to be". The image shows a woman seductively doing something to a man's neck while he's coyly smiling, communicating the message that it's okay if he has bad intentions with this girl, it might even be cool.



- The Wiener beer ad reads: “She’s pregnant, time for a Wiener”. The two ads play on men’s ambivalence about their partner’s pregnancy—first happy and then worried (and therefore needing a drink). The implication is that men would rather avoid the responsibility of parenthood.
- What stereotypes about men and women are promoted in each of these campaigns?
- What are the stereotypes about what men want and what women want?
- Do you think any of these stereotypes are accurate?
- Are these relationships an accurate representation of relationships today? Are there kinds of relationships that are left out? (For instance, the only one that even acknowledges that there are non-heterosexual relationships is the Van Gogh Blue “I like my vodka straight” ad, which makes sure to reassure men that the woman in the ad is still sexually available to them (she can “go either way”).

Assignment

Distribute *Alcohol Advertising: Women* and *Alcohol Advertising: Men*, Some of the examples are commercials on YouTube, therefore you might want to watch the men’s and women’s examples as a class prior to handing out the sheets.

Just to make it interesting – have some boys complete the women's work sheet, and have some girls complete the men's work sheet. Compare answers as a class.

Group Assignment

Divide the class into four groups.

We know that gender stereotypes exist, but how do kids your age feel about them? Your group assignment is to create a survey about "Gender Stereotypes in Alcohol Advertising." The survey will have between 8 and 10 questions, and you will be responsible for creating the questions, administering the survey to at least 50 other students, and analysing and compiling the data you collect. Each group is to collect data from a different grade.

You want to find out:

- How often do kids see alcohol ads?
- What stereotypes do kids see most often in alcohol ads?
- Is gender stereotyping an issue we should be concerned about?
- Do we think we are influenced by these stereotypes?
- Are we influenced, even if we think we're not? How do you know?
- Are some kids more influenced than others? Girls or boys? Younger or older?
- What do these stereotypes imply about drinking?

Once you've collected and analysed your data, each group will present its findings to the rest of the class.

Evaluation

- Completed assignments
- Group survey and presentation



Gender and Alcohol

It used to be that boys consumed more alcohol than girls. But adolescent girls are catching up to teenage boys – and fast. The 2019 Drug Summary for the Canadian Centre on Substance Abuse and Addiction noted that the use of alcohol has increased significantly among girls since 2013 ¹ with 78.2% of Canadians aged 15 and over reporting drinking alcohol in 2017.²

For both girls and boys, alike to adults, adolescents drink socially with only a minority of them drinking “out of boredom, to forget their daily concerns or because of family, school or relationship problems”.³ Girls are more likely to use alcohol as a coping mechanism to manage their negative emotions whereas boy’s alcohol usage is associated with masculine societal norms, such as it being a “part of manhood”.⁴

The “friend factor” plays a significant role in whether or not adolescent boys and girls drink. A study conducted by the Substance Abuse and Mental Health Services Administration found that “the usual number of drinks consumed by young people is substantially higher when 2 or more people are present than when drinking by oneself”. Furthermore, drinking with peers is the stereotypical setting for youth with more than 80% of youth “who had consumed alcohol in the past month reporting doing it when at least 2 others were present”, which promotes heavy consumption.⁵

There are other factors as well. Researchers and child development experts have cited several reasons why adolescents may drink alcohol:

- to experiment
- to socialize
- to test limits
- to belong to a peer group
- to be like older siblings/familial influences
- societal and media influence (social media)
- genetic influence
- to deal with problems
- to give their lives meaning
- to deal with the trials of adolescence⁴⁶

Specifically, a 2018 study revealed that teenage girls start drinking later than boys in middle school but that boys drink more and thus are drunk more often than girls. Reasons for this, listed above, point to differences in distinct social, societal and peer pressures experienced by boys and girls towards alcohol consumption.⁷ There is evidence that girls are more prone to social pressures than boys and that girls are more likely to report drinking to their friends for approval compared to boys.⁸

Other factors that play a role, specifically in adolescent binge drinking-include genetics, personality, psychiatric disorders, suicidal behaviour, expectancies about alcohol, seeking a thrilling sensation⁹, the environment in which they live and traumatic experiences.¹⁰



Teens are aware of the dangerous effects of drinking through old scare tactics seen in the media, such as PSAs for drinking and driving, and yet they are able to rationalize that this will never happen to them. This disengagement with realistic consequences of their drinking allows them to drink in excess, or binge drink, oblivious to the outcomes.¹¹ The Centre for the Disease Control in the United States defines binge drinking as consuming at least five drinks on one or more days.¹² Through their research, they found that more than half (57.8%) of “the high school students who drank reported recent binge-drinking” and shockingly, “close to 44% of binge drinkers reported consuming eight or more alcoholic beverages” at once.¹³ The increase in binge drinking was highest among girls compared to boys in 2015.

Reasons for this point to the age of “alcopop”, which include brands such as, White Claw, Smirnoff Ice or Mike’s Hard Lemonade. Alcopop was aggressively advertised in the 90s and used in TV shows now seen as classics like *Sex and the City*. Ann Dowsett Johnston, author of *Drink: The Intimate Relationship between Women and Alcohol* claims “a whole generation of young women were taught [that in order] to be sophisticated, you drink vodka. They skipped the rest and started with hard liquor” because it was less calories but not a part of the older generation, like wine is. Johnston goes on to say that “[men are] drinking beer while [women are] drinking shots. She’s two-thirds his size and probably didn’t eat dinner. Women live with more alcohol...they pre-drink, they have a habit of purging and starting again.”¹⁴ Gender roles also play a part in binge drinking, where girls are more likely to fall victim to societal pressures, and fear of not fitting in and thus drink more to impress their male counterparts, whereas boys see binge drinking as more masculine and don’t engage in the activity to impress the other sex.¹⁵

When asked why they drink, most youth reported in a 2013 study that they do it for “social motives and enjoyment... [while] only a few talk about coping as a reason”. In a Canadian study, college students said they enjoyed the taste and being social but only 2.1% of them mentioned “forgetting worries or feeling less shy”.¹⁶ Consequences of drinking seem to have a large effect on girls, who are more susceptible to physical health problems from the overconsumption of alcohol but also from internalizing disorders; girls are twice as likely as boys to develop depression and anxiety. Girls have also been found to be more vulnerable to stress than boys, which means they drink to manage their stress which only perpetuates further tension¹⁷. Boys who drink were found in a 2016 study to be doing it for sensation seeking and thus relied upon it for their impulse control,¹⁸ yet studies have also shown that drinking among men increased violence towards strangers and intimate partners.¹⁹ Young people who drink often have changes in mood, changes in success at school, rebelliousness and loss of interest in previously loved activities.²⁰ Of even greater concern, according to the CDC, teen drivers are at a much higher risk of getting into a collision compared to older drivers at the same legal blood alcohol concentration due to how it metabolizes in younger bodies. Results from a 2019 survey revealed that fatal crashes involving young drivers was higher among male drivers compared to female ones and that these fatal crashes involved alcohol 20% of the time with males and 15% of the time with females.²¹

The long-term health costs of drinking – brain damage, cardiac problems and liver disease – are significant for both sexes, but alcohol poses a particular risk for women and, especially, young girls.

Women and girls metabolize alcohol differently, which means that alcohol passes more quickly into their bloodstreams. As a result, they get drunk faster, hooked more easily, and suffer consequences of drinking more severely than males.²² Brain imaging studies have shown that “boys are less sensitive to the neurotoxic effects of alcohol compared to girls” this means that girls report less “functional brain activation” in areas of their brain that make decisions; this makes them more susceptible to sexual and physical assault.²³ Sexual assault is all too prevalent in the University setting with the Centre for Addiction and Mental Health revealing at least 59% of women “had experienced sexual assault, with at least half of the situations involved drinking by the perpetrator, the victim or both.”²⁴



Added to this mix of increased alcohol use by young people is a media culture that glamorizes and promotes drinking. In 9 Canadian provinces, there are various restrictions surrounding where alcohol ads are allowed to be placed, how they are allowed to read and what images are allowed on them²⁵. For example in Ontario, there are restrictions on portraying alcohol as important for "sexuality or sexual opportunity."²⁶ Yet there is no shortage of ads that use sex to promote beer and liquor. In countless ads, online and offline, girls and boys alike are bombarded by messages that build and reinforce positive associations between drinking and sex appeal, as well as independence, rebellion, maturity, fun, success and freedom – attributes that are particularly attractive to teens.

In addition to messages about drinking, these highly engaging ads also deliver messages about gender roles. Because most alcohol ads are primarily targeted at young males, women in them are generally portrayed within the limiting stereotypes of "sexpot," "man-eater," "angel/temptress," "rebel," "prize" and "party girl." The ideal "beer babe" is highly sexualized and impossibly attractive. She – and/or her body parts – is sold to consumers along with the beverage. Being a babe, she's non-threatening, sexually available and subservient.

This is in sharp contrast to portrayals of men. While women are generally trivialized in alcohol ads, men are more likely to be depicted as powerful, aggressive, and in control: athletes and "regular guys" (who are surrounded by, or trying to get away from, beautiful women) are mainstays in this kind of advertising, while a significant number of ads warn of the dangers of un-masculine behaviour.

Alcohol ads also deliver messages about relationships. Seldom are friendships between women positively portrayed. In fact, when "the girls" get together, it's usually to gossip or ensnare an unsuspecting male. Instead, these ads focus on the "buddy culture" of men and boys, where beer and alcohol are part and parcel of humour, friendship and good times.

Alcohol advertising has much to say about relationships between men and women. In the world of booze, women are sexual prizes that can be won by drinking the right beverage – or they are the "ball and chain" that men and their buddies escape from through alcohol. Happy couples do exist, but only in a fantasy world of yachts, beaches and exotic locations, and where casual sex is always preferred. Author and educator Jean Kilbourne notes that sex in the media is often condemned "from a puritanical perspective – there's too much of it, it's too blatant, it will encourage kids to be promiscuous, etc." But, she concludes, in reality, sex in the media "has far more to do with trivializing sex than with promoting it."²⁷

Gender stereotypes in alcohol ads are not unique to the industry and are reinforced through similar stereotypes in other media. Combine the gender messages in the thousands of commercials for alcohol and other products that kids see yearly, with gender messaging on television and billboards and movies, social media music and music videos, and there is considerable cause for concern – particularly when it comes to young people who are beginning to develop their sexual identities and expectations about relationships.

Emerging alcohol brands are targeting women in their advertisements, due to their strong uptake in drinking compared to their male counterparts. "Chick beer" describes the drink that comes in pink packaging with fewer calories, and social media is full of "pastel cocktails". There is a "focus on slimness, weight, pink packaging, glitter, messages about sisterhood, and...sexiness". These alcohol messages, intended for adults are also being consumed by youth through the media.²⁸



Social media platforms, like Instagram, allow for underage youth to have constant access to alcohol ads due to poor age verification systems. This means that alcohol companies finally have access to minors in their advertising, something which is usually prohibited to them. Young people are also posting pictures online containing alcohol. These photos are usually in a social context and always exhibit a positive correlation between having fun and drinking. Celebrities will also use these platforms to promote alcohol to their followers, this is dangerous for teenagers who view them as “attractive, trustworthy, and an expert”.²⁹ Kilbourne notes that “adolescents are new and inexperienced consumers. [They] find it difficult to resist or even to question the dominant cultural messages perpetuated and reinforced by the media.”³⁰ Other researchers have voiced concerns about the way in which sexist concepts are being heavily promoted through advertising to the alcohol industry’s “youngest customers.” They note that the danger here is twofold: “promoting minors to drink, and doing so in a way that demeans women or implies a promise of sex.”³¹

In the past few decades, concerns have been raised regarding exposure of young people to alcohol ads. These concerns are well founded, given that constant exposure to alcohol products – especially at an early age – is the first step toward acceptance of positive expectations about drinking. However, more research is needed on the messaging within the ads themselves: messages about drinking and relationships and messages about how men and women are expected to behave. Given the increase in alcohol use by young people – especially binge drinking – and the particular vulnerability of young women when it comes to sexual victimization, we need to better understand how adolescent boys and girls are interpreting and acting on these messages.

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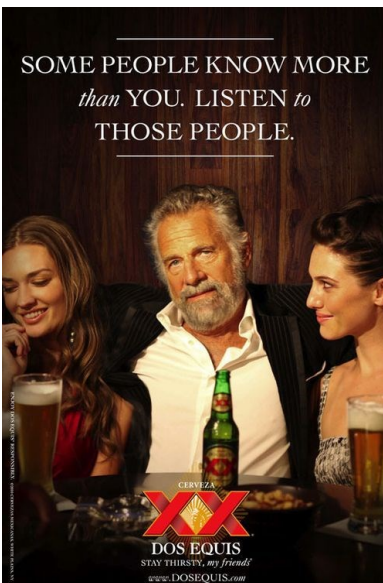
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Male Stereotypes in Alcohol Ads



The Buddy



Female Stereotypes in Alcohol Ads Aimed at Men



Female Stereotypes in Alcohol Ads Aimed At Women



I LIKE MY VODKA STRAIGHT BUT MY FRIENDS CAN GO EITHER WAY.

You. Unbottled.

Vangoogh **BLUE** triple wheat vodka

UNBOTTLE YOURSELF WITH LADIES' NIGHT TIPS AND DRINK RECIPES AT FACEBOOK.COM/VANGOOGBLUE
DRINK RESPONSIBLY. ENJOYING RESPONSIBLY FROM AN ALCOHOL. © 2011 VANGOOGH VODKA & SODAS, INC.



MIDORI STAND OUT

© 2011 MIDORI LIQUEUR



quit

GIRL: chic and light!

GIRL is a product concept for women who seek a beverage to match their consummate sense of style: chic, refined, elegant yet simple.

Subtle blend of raspberry, lychee, vodka and Cognac, highly feminine with a hint of floral, the light and balanced flavor of GIRL appeals to the palate.

GIRL is good neat "on the rocks", or in long drinks mixed with a wide variety of fruit juices and sodas.

GIRL
FOR GIRLS ONLY

25% Alc/Vol
Raspberry & Lychee Stealer with Cognac

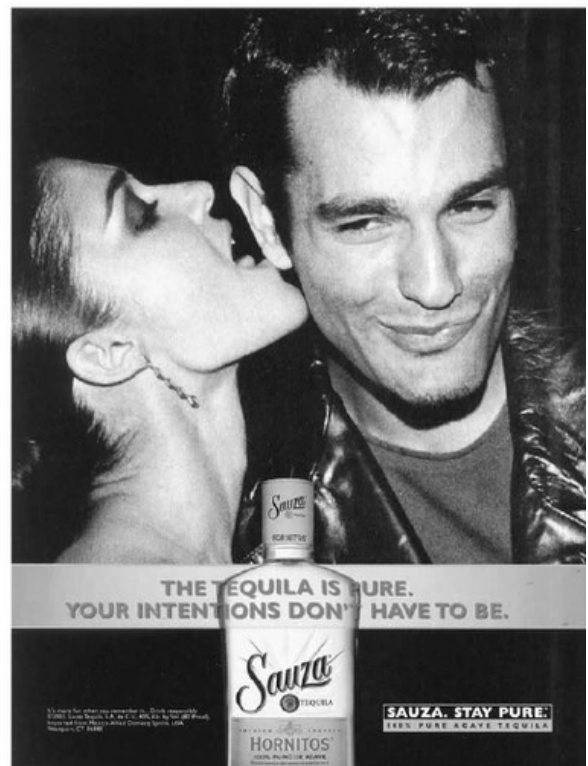
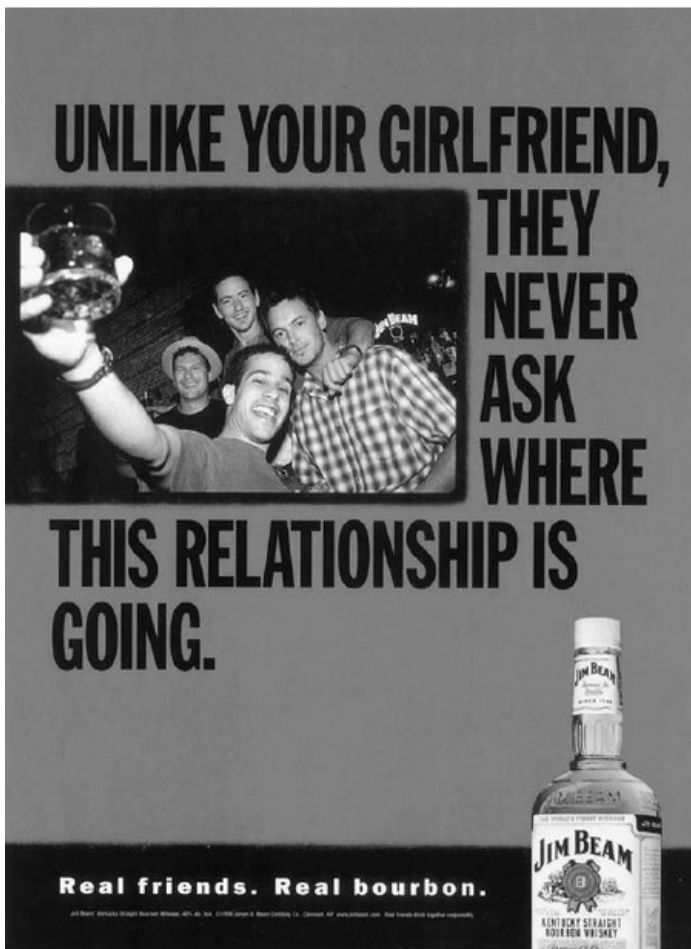


NUVO
SPARKLING LIQUEUR

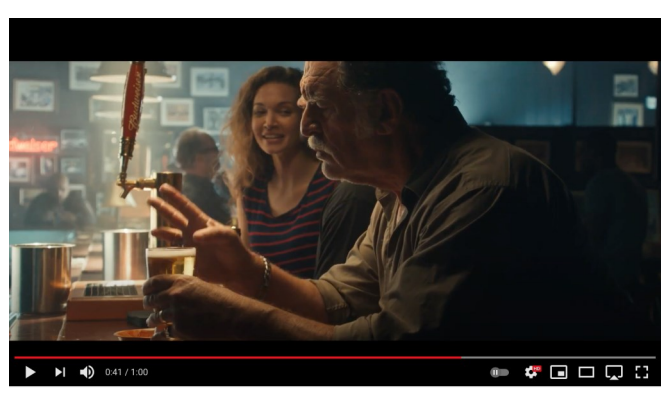
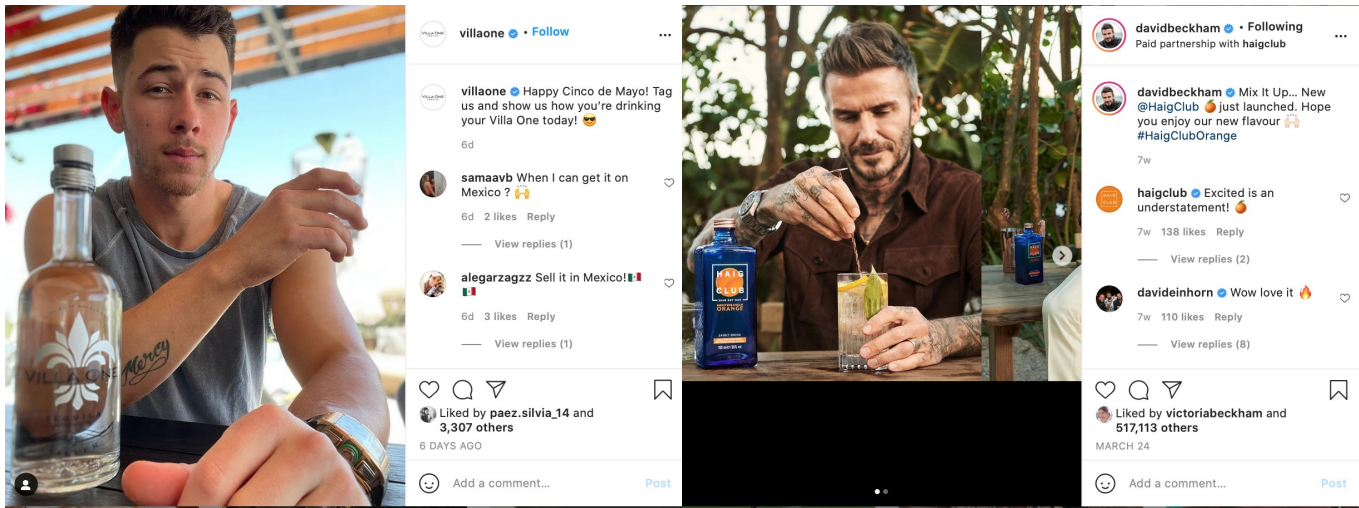
SIEMPRE V.I. PINK
CELEBRA CON NUVO
WWW.NUVO.COM.CO

DIAGEO TE INVITA A DISFRUTAR CON RESPONSABILIDAD. PROHIBASE EL EXPENDIO DE BEBIDAS EMBRAGANTES A MENORES DE EDAD Y MUJERES EMBARAZADAS LEY 128 DE 1994.
EL EXCESO DE ALCOHOL ES PERJUDICIAL PARA LA SALUD. LEY 30 DE 1986. DIAGEO COLOMBIA S.A. TEL. 01 6405605

What Alcohol Ads Say About Relationships



Examples of Alcohol Influencer and Commercial Advertising: Men



Windhoek "Keep it Real": <https://www.youtube.com/watch?v=DAfGgM63CK8>

Budweiser "Not Backing Down"
<https://www.youtube.com/watch?v=fK6pc-8d7NM>

Worksheet: Alcohol Influencer and Commercial Advertising: Men

Instagram promotions

1. What are your first impressions of the pictures of the celebrities (Nick Jonas, George Clooney, Ryan Reynolds, and David Beckham) promoting alcohol on Instagram?

2. What stereotypical male characteristics do the ads promote? (sexual prowess, strength, power?)

3. Do you think these ads on Instagram will reach more adolescent followers? What are the dangers of this?

4. Do you think these ads are as effective as ads you see on billboards and on TV? Is there one ad that's more effective than the others? Why or why not?

Commercials

1. The first commercial is from a beer company called Windhoek from their series called "Keep It Real". What are your first impressions of this commercial?

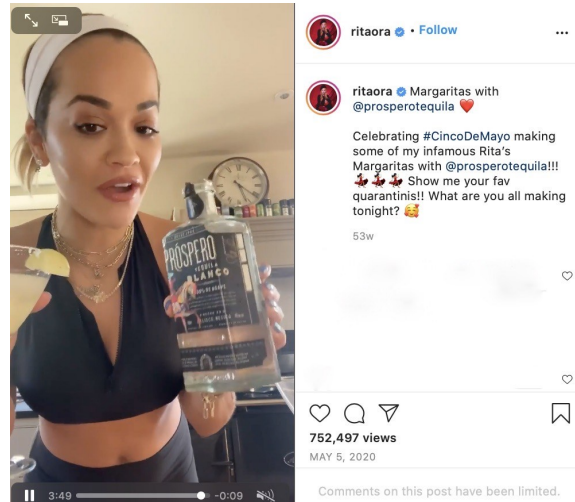
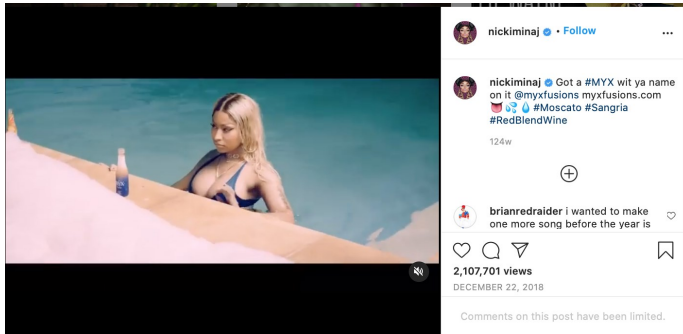
2. The second commercial is from a beer company called Budweiser from their series "Not Backing Down". What are your first impressions of the commercial?

3. Windhoek's commercial shows a lot of men drinking together in a bar having a great time until one guy asks for an orange, what is the problem with this? Is fruit generally associated with a certain gender? Why or why not?

4. What does Windhoek's slogan "Keep it Real" suggest about masculinity? Does it suggest that men are allowed to sway away from stereotypes?

5. Budweiser's commercial has intense music playing throughout flashes of images showing strength, power and having a good time. Alike to Windhoek, a man sits at a bar and flicks away fruit on his drink, aligning fruit with weakness on his beer. Do you think similar stereotypes are in both commercials? Why or why not?

Examples of Alcohol Influencer and Commercial Advertising: Women



Heineken Commercial "Cheers to all" : <https://www.youtube.com/watch?v=dD6r53DWxwk>

Coors Light "The Official beer of being done wearing a bra": <https://www.youtube.com/watch?v=-PN05Bha-DE>

Worksheet: Alcohol influencer and commercial Advertising: Women

Instagram promotions

1. What are your first impressions of the pictures of the celebrities (Nicki Minaj, Rita Ora, Bethany Frankel, and Emily Ratajkowski) promoting alcohol on Instagram?

2. What stereotypical female characteristics do these ads promote? (sexual availability, promiscuity, or a certain body type?)

3. What are the dangers of young girls and boys seeing these ads come up on their social media accounts?

4. Nicki Minaj, Rita Ora and Bethany Frankel are all promoting their own alcohol brands in these pictures. Why is it a problem when celebrities show themselves drinking and promoting alcohol to all of their followers? What message does it convey?

Commercials

1. The first commercial is from a beer company called Heineken from their series called “Cheers to All”. What are your first impressions of this commercial?

2. The second commercial is from a beer company called Coors Light from their series called “The official beer of being done wearing a bra.” What are your first impressions of this commercial?

3. The Heineken commercial clearly tries to break stereotypes affiliated with women, such as the preconceived notion that all women drink cocktails or “girly drinks”. Yet, what is the problem with the women in the commercial? Is there a lack of representation of different body types? What does this tell women?

4. The Coors Light commercial also tries to include women in a historically very masculine world around beer but by including them they also reinforce some stereotypes and societal pressures. Can you identify any stereotypes that are being reinforced? (Hint: think of how she kicks of her heels and takes off her bra as soon as she gets home.)

