

Gender in Advertisements

What are these ads?

1. gender biased
2. gender neutral
3. gender bending

There's no right or wrong answer. But you must justify your choice.



“Don't worry
darling, you
didn't burn
the beer!”



**LEGO® toys build anything.
Especially pride.**



Children can build whatever they imagine with new LEGO Universal Building Sets. The sets for little ones are designed to help build playful imaginations. The sets for older children have special pieces for imaginative but more realistic building.

And big children or small, whenever they build with LEGO sets will always make them feel like first LEGO.

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LEGO System A/S in Denmark, the U.S. and other countries.



Universal Building Sets.
Ages 3-5 Ages 5-7

LEGO



V MAGAZINE

THE
SPORTS
ISSUE

ANJEE WILSONS
MADONNA
LADY GAGA
ALEXANDER BARKS
RICCARDO TIZZI
STEPHANIE SEYMOUR
MARC JACOBS
NANNI CAMPBELL
ADRIANA LIMA
LARA STONE
KATE SPIN
LARA NEWTON
CHRISTINA HENRIKSSON
JESSIE JENNIFER KERSKE
CARMELITA JETTER
MARICA BENKSON
...AND THE BEST
OF SPRING FASHION

76

SPRING 2012



J.L.O
FIGHTS
BACK

JENNIFER LOPEZ
in PRAGA
by MARIO TESTINO
and CAROLINE HUTTELO







Dollar Shave Club 

January 12 at 5:30am · 

✓ Liked ▾



Your razor doesn't need a gender. Dollar Shave Club delivers amazing razors for just a few bucks a month.

Try the Club today → <http://dlrshv.es/nveDfD>



수술, 엄마가 선택한 디병원

차원 CT, 모형수술로
2로 회복을 편안하고

부교수 **박상훈** 원
과 조교수 **이지혁** 원
과 조교수 **현원석** 원



압구정역

02-547-0050

양악, 눈, 코 수술 후 드물게 비대칭, 염증, 출혈, 부분 신경손상 등의 부작용이 생길 수 있으므로 주의를 요합니다



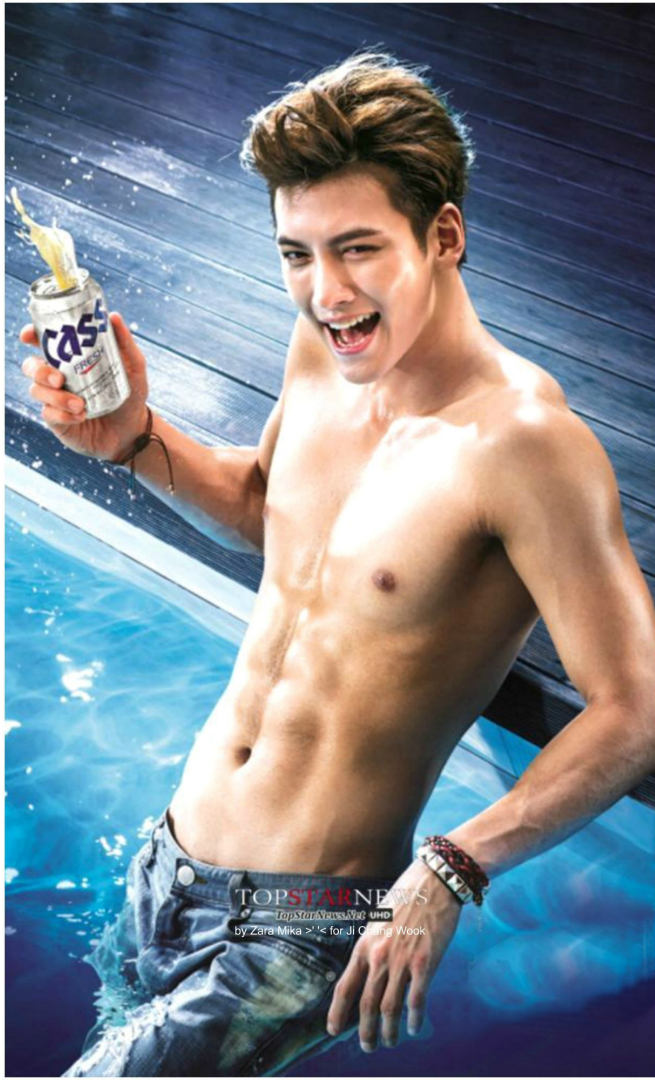


UNEXPECTED?

Most teen pregnancies are. Avoid unplanned pregnancies and sexually transmitted infections. Use condoms. Or wait.

BeYouBeHealthy.org

+ CITY OF CHICAGO +







this ad
is *gender*
neutral

DIESEL

Their future
starts today



 Aptaclub Ireland
 aptaclub.ie





Babies
& Ladies



Busto Princesas
de Cuento
A partir de 3 años

19,99€





SPRINTY

NEW

Fashion Dolls



MANIGALE

13 x 2 = 26
+ 1

ALL CORSES
LOOK 27

MOTO
CORSA
MOTOCORSA.COM



LEADING THE
PROTEIN
REVOLUTION



@proteinworld

*Protein
World*

PURE PERFORMANCE

ARE YOU BEACH BODY READY?



THE
WEIGHT LOSS
COLLECTION™

MEAL REPLACEMENT & SUPPLEMENTS

Substituting two daily meals of an energy restricted diet
with a meal replacement, contributes to weight loss.



Small & Smooth
더 작게, 더 부드럽게... 아자아, 한번 더 태어라

Happy
Re/Birthday
to You

남우상점
www.namu.com

▶ 2142면 5번 출구 스타벅스 건물 4층 (면세도리빌) ▶ TEL 02-933-3313 ▶ www.namu.com

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Moisture*




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The power drink 



Lady, Ready summer  **miero.**
Beauty is Refreshing

GET A WHITENING BOOST

