Killing Us Softly: Questions to consider

• How much money was spent on advertising per year in 1979? In 1999?

• How much time will we have spent watching TV commercials in our lifetimes?

• What is the primary purpose of the media?

• What else do they sell, other than products?

• What does advertising tell us?

• According to Kilbourne, why is failure to fit the image of the ideal woman inevitable?

• What are some things can be done with computer imaging? Discuss Michelle Pfeiffer’s picture and the Mirabella cover.

• What is the core belief about ourselves that advertising reinforces? Is this belief valid? Why or why not?

• According to Kilbourne, how does the depiction of women as objects in advertisements potentially lead to violence?

• What is dismemberment?

• “The more you subtract, the more you add”: explain.

• What are the eating disorder statistics?

• How does advertising “silence” women?

• How are men and women posed differently in advertisements? How about the kids?

• According to Kilbourne, what qualities are considered feminine by our society?

• What do you think about all of this?