



**teaching
sexual
health.ca**

Grade 7
Learning Activity
Sex in Advertising

Learning Outcome

*W-7.12 Identify the effects of social influences on sexuality and gender roles and equity;
e.g., media, culture.*



When sexuality is used in advertising, certain values and attitudes towards sexuality and sexual activity may be used to sell the products.

In this activity, you'll choose an advertisement to analyze and ask yourself "what underlying message is being used in this ad?".

1

Step 1: Choose an advertisement to analyze

You can find print advertisements in magazines or online advertisements on webpages or social media sites.

2

Step 2: Ask Yourself These Questions

1. What product or service is the ad selling?
2. Who is the target audience for this ad? (include age range, culture, gender, race)
3. What can the product or service actually do vs. what does it promise to do?
4. What underlying message or value is being sold by the ad? Is it obvious or hidden?
5. Do you agree/disagree with this message?
6. What do people in the ad look like? Do they represent the general population?
7. What message does the ad give about sexuality?
8. Is this a positive or negative message about sexuality?



3

Step 3: Present your advertisement to the class and share your thoughts about the underlying messages in the ad

Use this space to write or draw something that you learned from your conversation.



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