

**WGS.111 – Gender and Media  
1st Short Response Paper**

**Date Due: Session #6**

**Length: 3-4 pages, or approximately 750-1200 words**

The representation of women and racial/sexual minorities in advertising and in journalism (both news and sports journalism) have been critiqued and addressed in different ways by several of our authors this semester (e.g. Steinem, Wilson & Gutierrez, Ross, Kilbourne, and Hesse-Biber); we have also discussed how “ways of looking” are implicated in representation (Tuchman, Gorham, Mulvey, hooks). For this short essay (3-4 pages), choose a “text” (print or television advertisement, campaign ad, news story, election coverage, or sports article) and analyze it in light of one or two of the articles we have read. For example, you might develop an analysis of a particular ad campaign using tools set forth by Jean Kilbourne in “Cutting Us Down to Size,” or examine the news coverage of women politicians or sports figures. Your essay should comment specifically on elements of the text you have chosen – use direct quotes if working with a print text, and describe visual aspects of broadcast or visual advertisements. In other words, the essay should be a close reading of a specific text using concepts and tools we have encountered in one of our readings. **Please include a copy of the ad or article you are analyzing ( a link will do if it is video or otherwise available online).** Don’t forget to include a coherent **thesis statement** and to support your argument with concrete examples from the text(s) you choose.

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