Answer questions 1, 2, and 3 and select one other (either 6, 7, or 8).

1. How many advertisements do you think you see in a day?

2. Where do you see advertisements? (Think of as many places as possible.)

3. More men are reporting dissatisfaction with their bodies than did a decade ago, and eating disorders among men are on the rise. In what ways, might the objectification of men in advertisements affect the way that men feel about their own bodies?

4. In her closing comments, Jean Kilbourne states that change will depend upon "an aware, active, educated public that thinks of itself primarily as citizens rather than primarily as consumers." What does it mean to think of oneself primarily as a citizen rather than primarily a consumer? Can one be both a citizen and a consumer? How?

5. What does it mean to be a conscious consumer?

6. Do advertisers have a responsibility to society? Why? Why not?

7. What are some of the potential effects (physical, emotional, mental) on girls and women of trying to live up to our culture’s ideal image of beauty? What is the relationship between cultural ideals of thinness and the cultural obsession with dieting? With eating disorders?