

Ad analysis

DUE DATE 11/17 in class

Length of paper: 3 pages minimum

The paper must be free of grammatical and spelling errors. It must be analytical and offer close readings of the advertisements.

There are four components to this paper.

1. *Choose* three **ads** depicting Asian and Pacific American women and men. The ad could have appeared in print, or could be on TV. Make sure that at least one ad depicts Asian American men and another depicts Hawaiian or Pacific men or women.
2. If the ad is in print include it with your paper. If it is on TV, describe it *concisely*. **DO NOT SPEND THE BULK OF YOUR PAPER DESCRIBING THE ADS.**
3. For the paper, *analyze* the ads to show what the ads say about Asian American men and women. To think critically about the ads consider:
 - a) What are the gender differences? What are the intra-group differences (i.e. portrayal of Hawaiians compared to Samoans or Japanese Americans compared to Filipino Americans)?
 - b) In your assessment do the ads remake old stereotypes? How? Or are Asian Americans and Pacific Islanders portrayed as subjects and agents in mass media? How?
4. End the paper with offering concrete *alternatives* to the ads you have picked. How can the ad be remade to send a different message that can be transformative, i.e. not repeat stereotypical portrayals?