



## SCS 100 Module Five Activity Template

Revise your research question to address at least one of your chosen advertisements.

“How does the portrayal of gender roles in family-oriented advertisements influence societal perceptions of parental responsibilities?” This question, revised from earlier feedback, now focuses more narrowly on societal perceptions rather than individual behavior.

Explain how social science perspectives could be used to process information.

- Adopting an anthropological perspective, this revision considers how cultural norms and values are embedded within media portrayals of family roles, offering insights into the societal construction of gender identities.

Describe how the answer to your research question might impact others.

- The results of this study would interest gender studies scholars, media professionals, and policymakers. Understanding the influence of advertisement portrayals on societal gender norms could lead to more gender-balanced media content and influence public policies on gender equality.