



SCS 100 Module Three Activity Template

Describe how groups and cultures are presented in all your advertisements.

- Promote Iceland: Let It Out
 - This ad showcases a variety of individuals from diverse backgrounds engaging with the natural beauty of Iceland. It emphasizes a universal appreciation for nature that transcends specific cultural identities.
- 2020 Toyota Big Game Commercial ft. Cobie Smulders
 - This commercial displays a family dynamic, focusing on traditional roles within a humorous setup where Cobie Smulders rescues various family members, emphasizing a family-oriented culture.

Describe the representation of stereotypes in all your advertisements.

- Promote Iceland: Let It Out
 - The advertisement avoids typical cultural stereotypes, promoting a message of inclusivity and the universal appeal of Iceland's landscapes, which people from all walks of life can enjoy.
- 2020 Toyota Big Game Commercial ft. Cobie Smulders
 - The portrayal of Cobie as a "supermom" subtly reinforces traditional gender roles, suggesting that mothers are the primary caretakers and problem-solvers within the family.

Discuss how your beliefs, assumptions, and values may have influenced how you analyzed your advertisements.

- My personal beliefs on gender equality and environmental conservation have inevitably shaped my interpretation of these ads. This led me to appreciate the positive portrayal of diverse cultures in the Iceland ad, while also critiquing the traditional gender roles depicted in the Toyota ad.