



SCS 100 Module Four Activity Template

Describe the underlying meanings or socially significant messages each of your advertisements communicates.

- Promote Iceland: Let It Out
 - This advertisement portrays the universal appeal of Iceland's landscapes, suggesting a message of unity with nature and environmental consciousness across diverse cultures.
- Toyota 2020 Toyota Big Game Commercial ft. Cobie Smulders
 - The Toyota 2020 Toyota Big Game Commercial ft. Cobie Smulders is a delightful portrayal of family roles. It humorously emphasizes traditional gender roles through the character of a 'supermom' who skillfully navigates everyday family crises, adding a touch of entertainment to the advertisement.

Write a research question based on a social science perspective related to at least one of your advertisements.

- How do representations of gender roles in family-oriented advertisements influence societal perceptions of parental responsibilities? This research question delves into a crucial aspect of our society, highlighting the potential impact of media on our understanding of parental roles.

Describe how you used a social science perspective to create your research question.

- From a sociological perspective, this question examines the cultural norms surrounding family roles, analyzing how media portrayals reinforce or challenge these norms.