

the techbrarian presents:

# MEDIA LITERACY



THEY BRAINWASH YOU INTO BUYING STUFF



THEY MAKE YOU SEE THE WORLD  
IN STEREOTYPES



FEELING GOOD ABOUT YOURSELF  
IS NOT AN OPTION



IT'S TIME TO OPEN OUR EYES  
TO THEIR EVIL TRICKS

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# Advertising

## Tricks

DON'T LET 'EM GETCHA



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### 01

#### CELEBRITY ENDORSEMENT

A star uses it, so should I.



### 02

#### BANDWAGON

Everyone is doing it, so should I.



### 03

#### EMOTIONAL APPEAL

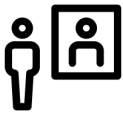
This advertisement making you feel something special—maybe *sexy, heartwarming or energetic*-- so now I'll feel the same thing about their product



### 04

#### PLAIN FOLKS

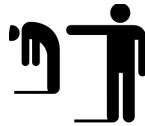
People like me are buying this product, I should too.



### 05

#### NAME CALLING

Verizon doesn't have as much coverage as we do. Only Sprint covers all of New York City.



### 06

#### REPETITION

Now at *McDonalds*, the McRib, a true McDonalds original -- so sweet and juicy...and only at *McDonalds*.



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### 07

#### BRIBERY

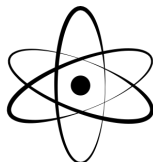
Buy one, get one free, act now and get 25% off!



### 08

#### SCIENTIFIC

Wow, people that are smarter than me are throwing numbers out like *2 out of 3 doctors prefer this product* and *there is a 50% improvement*...with numbers like this, I should definitely buy this.



# Stereotypes: Women

01

## HOMEMAKERS

She cooks, keeps the house clean, and takes care of the children.



02

## CLEAN JOBS

Women are secretaries, teachers, and Librarians. Car mechanic? Forget about it.



03

## ALWAYS RESCUED

...but never the hero. Men are the strong ones, duh.



04

## FLIRTS

She loves to be eye candy, want a taste? Such a flirt.



05

## LOVE TO SING & DANCE

Forget the brainy stuff, she's at the top of her game when she's having fun and showing off.



06

## DO NOT PLAY SPORTS

...a little too rough for their fragile bodies and minds.



07

## NEVER IN CHARGE

Women are nurses, not doctors, they obey their husbands. They are not supposed to be CEO's or politicians.



08

## LOOK PRETTY AND BE LOOKED AT

Buy lots of clothes and put on lots of makeup...maybe you'll land a rich boyfriend that way.



09

## DO NOT PLAY VIDEO GAMES

Computers are for Instagram, YouTube and SnapChat...not video games...that's a guy thing.

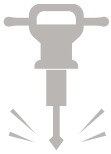


# Stereotypes: Men

## 01

### DIRTY JOBS

Real men do construction and are mechanics— not secretaries, teachers, or nurses.



## 02

### NOT HOMEMAKERS

Men do not do housework or take care of children. Still, at home they are top-dog.



## 03

### SUCCESS

Successful men have STUFF.

This stuff includes:

- MONEY
- A perfect house, big & clean
- A fancy car
- Suits and shiny shoes
- A beautiful girlfriend/wife
- A pricey watch
- People who are jealous of his stuff



## 04

### SPORTS & HOBBIES

The dirtier and rougher the better. Unless, we're talking about fishing or video games.



## 05

### PLAYERS

One girl is never enough, men are always on the prowl for the next score.



## 06

### EMOTIONS

Real men keep them bottled up. You *can* show laughter, anger, and physical pain. But tenderness, worry, or loneliness? No way. Your friends **cannot** know those true feelings— after all, they may think you're <gulp> GAY.

## 07

### LAZY AND MESSY

Real men can't be bothered with keeping stuff clean...let the ladies do it, 'cuz it's time to chill.



## 08

### WORK

It's men who work in science and engineering...it's men who are the doctors. They are the BOSS.



## 09

### TOUGH

Real men cannot and will not look weak. They love to fight and rough house. No. Poetry. Ever.



# Stereotypes: Minority Edition!

## 01

### GEAR: MEN

If you're Black or Latino, you must have the flyest gear: necklaces, watches, Jersey's, and sneakers.



## 02

### VIOLENCE

Blacks and Latinos love to fight. Oh, and they have guns, so they might kill whites and each other.



## 03

### CAREERS

**Black Men:** Sports or Best Buy

**Black Women:** None

**Asians:** Chinese restaurants or bodegas

**Indians:** Cab drivers or mini marts

**Native Americans:** None

**Latinos:** Maid, gardener, bus boy.

## 04

### MUSLIMS & JEWS

Muslims are terrorists. If you wear a hijab or turban, you're twice as likely to attack "us".

Jews are rich, stingy, and have big noses.



## 05

### ASIANS

Amazing at school, but horrible at driving. They love Karate. Japanese, Chinese, Korean...they're all the same.



## 06

### POOR WHITES

AKA, White Trash. They live in trailer parks, have missing teeth, and use meth.



## 07

### LGBTQ

Gays are obsessed with fashion, are limp-wristed, and talk with a lisp.

Lesbians have short hair, tattoos, body piercings, and wear army boots.

Transgenders are confused, sex-crazed, perform in drag shows, and are crazy.



## 08

### BLACK & ASIAN WOMEN

Black women are either: angry, big breasted and jolly, or jezebels (slutty).

Asian women are small, thin, and ready to do what you say— or— quick-talking and angry.

