

# Sexuality in Advertising

Cut out an ad in which you believe sexuality is used to sell the product. Answer the questions below as they apply to your advertisement.

(Product could be – perfume, cigars, cigarettes, clothing, suntan lotions, etc.)

**1. What is the product being sold?**

**2. What is the setting for the ad?**

**3. What image or message is the advertiser trying to get across with this ad?**

**4. According to the advertiser, what is the product supposed to do for you?**

**5. Why do you think sexuality was used to sell this product?**

**6. What is the impact of this ad on you?**

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# Sexuality Values In Our Music

## - Song Analysis Sheet

Name of song \_\_\_\_\_

Name of artist \_\_\_\_\_

**1. Is sex mentioned directly or indirectly in the song? Give an example of the song lyrics.**

**2. Does the song promote "dating sex" in any way? If so, how?**

**3. What message do you get from this song?**

**4. Do you think this song sends a positive or negative message concerning relationships?**

# Risks Associated With Teenage Pregnancy

1. Babies born to mothers under 18 had a mortality rate in the first year of life that was 1.9 times higher than those born to mothers aged 20-24.  
Reference: Ontario Ministry of Health, 1987.
2. Low birth weight babies are more commonly born to mothers less than 15 years of age, occurring at about twice the rate of those born to 20-24 year old women.  
Reference: Status Report on Health of Canadians.
3. Maternal complications during labour and delivery are slightly higher among 15-19 year old women than those aged 20-24 years.  
Reference: Centre for Disease Control in USA. This source does not report maternal deaths under 15 years-olds.
4. Teenage mothers are less likely to complete their education and more likely to have limited career opportunities.

Reference: Hofferth in **Measuring Up**, Health Canada.