

To: Newspaper Marketing Department
From: Newspaper Editor
Date: 11/01/17
RE: Race and Gender Bias in Advertising

We have been served with a freedom of information request for our past advertising to determine whether our periodical has been portraying gender and/or race in ways that would bias our readers negatively toward women and/or minorities.

Please identify one image, audio clip or video clip from our archives that you feel raises concerns about our advertising policies.

I will need a memorandum from you that includes the image and a discussion of the issues that it raises. Please consider the following challenges:

- 1) Identify the product being marketed?
 - a) Type of product
 - b) Company marketing the product
 - c) Date of advertisement
 - d) Image
- 2) Manifest Function
 - a) For whom is the product intended?
 - b) Does the advertisement clearly identify the target market?
- 3) Latent Function
 - a) What other readers are likely to take an interest in the advertisement?
 - b) Does the advertisement suggest other products or activities that are not the product itself?
- 4) Dysfunction
 - a) What stereotype is portrayed?
 - b) Does the product demean or insult any group or category of people?
 - c) Is this a case of commission (putting something in) or omission (leaving something out)?
- 5) Should this advertisement be permitted in the future?
 - a) What changes can we make to this advertisement to reduce the appearance of bias?
 - b) Should we discontinue advertising this product?