

## WHAT SHOULD BETTY CROCKER LOOK LIKE?

Betty Crocker has been a symbol in advertising and cooking for 75 years. The Betty Crocker Cookbook is one of the biggest sellers in history, teaching many generations of people how to cook.

The image – or “look” – of Betty Crocker has changed over the years. It will be changing again next month.

Look at the pictures of Betty Crocker through the ages. How are the pictures different? How are they alike?

Then brainstorm with your class on the following questions:

- What do the changes in Betty's appearance tell you about society over the last 40 years?
- What do these changes say about women's roles within the family? The workplace?
- What would your grandmother say about these changes? Your mother? Your older sister or aunt? Do people of different ages feel differently about the changes? Why or why not?
- Has the image of Betty Crocker changed as our feelings about diversity have changed? Does she now appear to represent a more diverse society?
- Since you are making all of these assumptions from pictures, are you resorting to stereotypes? Why or why not?

### WHAT ABOUT IT

- Have there been male symbols similar to Betty Crocker in advertising? How have they changed over time?
- Look in newspapers and magazines and see how men and women are portrayed in advertising. Can you find examples of diversity? Of prejudices or stereotypes?



1936



1955



1965



1968



1972



1980



1986

## AN ADVERTISING CAMPAIGN FOR THE 21ST CENTURY

### You Need

- Glue, scissors, markers, one large sheet of paper
- Tons of newspapers in which you can find pictures to cut out.

### What to do

Cut out pictures that you think will make a good advertisement for the United States.

Think about the issues the pictures should address. Consider racial diversity, different kinds of families, groups of people who are not portrayed in ads today, languages, tolerance.

Design a collage with your pictures, and discuss the collages with the other members of your class.

Take a vote: Which collage most represents what your world will be like in the 21st Century? Do you like the forecast?

## LOOK FOR A JOB

### What to do

Look at the classified advertising section in your newspaper today.

Who is likely to get what job based on gender, age, or experience?

At what point do some jobs become unattractive for you if you are over 40? Over 50? Over 60?

If you are a female, what jobs are you most interested in?

If you are a male, what jobs are you most interested in?

Do you view some employment opportunities as “gender specific?” Look for words in ads that indicate gender preference of the employer.

Last, write the advertisement for the job of your dreams. How much does it pay? Will you travel from home? What are the benefits? Do you want retirement options? Protection from injury? Company profit sharing plans? How long do you plan to stay in this job?