

## Sexuality and the Media: Television Viewing Rubric

Read the Kaiser Family Foundation study “Sex on TV: 4” (pages 1-13) *before you start watching...*

Be sure to watch a channel or network that has commercials.

Date: \_\_\_\_\_ Time: \_\_\_\_\_ Channel/ Network: \_\_\_\_\_

Name of Program:

Basic Plot Summary (3-4 sentences):

**COMMERCIALS**

**Total Number (count):**

List Products/ Services Advertised (one per box)


**Choose one commercial to describe/ analyze in depth:**

- What the product/ service is being marketed/ sold?
- What is the “plot” of the commercial? (Is music playing? What images are used? Etc?)
- How is it sold (what is the literal message)? What claims does the advertisement make?
- What strategies are used (what is the intended/ implied message)? Celebrities? Real-life testimonials? Statistics? Graphs? Charts?
- Who is the target audience for this commercial? How can you tell?

***Describe any explicit sexual references (sex scenes, sexual dialogue, etc) in the program or ads.  
Describe any gender stereotypes (mook, midriff, etc) in the programming or advertising.***

Use the back of this page to respond.