

Themenbereiche: Beziehungen und soziale Netzwerke
Arbeitswelt

Gender issues

1 Individual long turn: Emancipation



- Compare and contrast the two pictures.
- Describe the effect the emancipation of women has had on:
 - women
 - the family
 - society as a whole
- Explain the extent to which you believe the emancipation of women is a force for good.

2 Paired activity: Advertising

You work for an advertising company which is promoting the *Dust Devil* – a small, round robotic device that vacuums your home for you – and have been asked to brainstorm a TV advertising campaign for this product.

Discuss the following points:

- target group
- emotional response of the target audience
- images in your advert
- voice for the voice-over
- broadcasting time

Decide which points are essential for the success of your campaign. Agree on three.