

In the ad, there is a cultural bias that is being made untrue. In the picture the father is pulling the girls hair back. There is a stereotype between men & women, suggesting that the men work & it is a mothers job to take care of the children & the house. However, today is different & there may be a stay at home father or even two fathers (homosexual). The point the ad is trying to get across is, today there are stay at home dads or ~~homosexuals~~ homosexuals who have families & take care of them. The ad is trying to break the sexist & heterosexist stereotypes that our society still holds onto. When I first looked at the picture, I interpreted that the man was in fact a dad or an older brother. I filled in the missing pieces with the info & organized them based on my experience with homosexual neighbors. I used the organization stage & the interpretation stage.

When looking at this ad, the first thing I noticed was the product, the multicultural crisis, which is the selection stage of the perceptual process. But that's not the only thing I see, as there are multiple things to see. I feel as though this ad is trying to break the habit of having white people in ads. Most of the time nowadays - you mainly see white people representing products, but here you see ^{avoid abbreviation} POC representing. Though it's a good start to break the barrier, I think POC should be represented in other ads than hair care. This is because most of the time you rarely see them representing anything else than hair because the rest of the world is white washed (sadly). This ad makes me feel like it's stereotyped because when you look in the background you see a husband/wife picture implying heterosexual normality. Not only that but they're both the same race. yes that is perfectly great, but what about other culture diversities & other people of color. The next thing I saw and interpreted was the quote "shoutout to all the dads putting inequality time". Not only was this apart of my interpretation stage, but this lead me to believe it was somewhat sexist. This is because we are congratulating men on something simple that women do ON A DAILY BASIS. But we are not congratulated on this because it is expected of us to take care of our children. This ad keeps that idea that we should congratulate men on simple tasks women do all the time. Lastly, this ad caught my eye at the beginning which lead me to organize it by racially breaking the barriers of ads, but still consisting of Heterosexual normality & of course congratulating men on simple things.

Great use of perceptual process to explain your point of view!

This hair product ad is about a new product being ~~able~~ able to tame and make natural curls look even better than before. Although this ad is being shown to everyone, this ad is using Cultural identity ^{to} attract their buyers, such as using a little girl who looks half African American. As they use this Cultural identity it's also a part of our organization stage. During this stage we define things, we would define this picture as just trying to attract ~~the~~ more African Americans than others. Also within this ad there is some cultural bias. Just the fact of using ~~the~~ a little girl that looks half African American ^{or} instead of a white girl with curly hair shows they are using cultural bias ~~to~~ in their ad. These ad makers are also stereotyping the dads in this picture. Saying that most dads or maybe few don't spend a lot of time with their children. Although this ad brings a lot of cultural bias ~~that~~ ~~their~~ ~~that~~ their also being sexist. Why couldn't it have been a little boy with long hair instead of a girl? They put a girl because ~~it~~ it attracts more buyers and it's not "normal" to have a little boy instead of a girl. Last but definitely not least they are being heterosexist. Putting ~~the~~ two married male and females together. They are not putting out that they could be ~~two~~ two married men or women. Instead they put the "normal" couple.

Excellent analysis overall

further explanation needed to make connection with organization for stage

great question

The ad is about a gel that puts curls into someone's hair. The selection process makes people focus on certain things and ignore others. In this ad people could look and think the ad is for African American's hair, but ignore the bottle that says "Multi Cultural Curls". The interpretation stage makes people assign meaning to things, so if someone glanced at this ad they could automatically think the gel is for African Americans. The organization stage could also make someone assign meaning between the gel and African Americans. Since whoever is looking at the ad and assigning meaning between the gel and the girl on the front they are also stereotyping the product. Someone could also look at this picture and think the gel is only for girls, which would be sexist, because there is a girl getting her hair done in the ad. People with different cultural identities will look at the ad differently.

focus
insight

you have to dig a little deeper
these two terms get together
make a new connection
How so?
provide an example