

# ELIMINATING GENDER ROLES THROUGH ADVERTISEMENT

**Caroline Pritchard**

# 2016 ELECTION AND GENDER BIAS

“Fat” Pig. Dog. Slob. Disgusting animal.”

“She doesn’t have the presidential look”

“**Putting a wife to work is a very dangerous thing.**”

“Id look her right in her fat ugly face”

“A person who is flat-chested is very hard to be a ten”



**Donald J. Trump**   
@realDonaldTrump

"@mplefty67: If Hillary Clinton can't satisfy her husband what makes her think she can satisfy America?" @realDonaldTrump #2016president"

4/16/15, 5:22 PM

---

100 RETWEETS 113 FAVORITES

---

# IS THIS KIND OF “TALK” A HUGE PROBLEM ACROSS AMERICA?

You decide....

Today 7:02 PM

Mom

M That is awesome! Are you staying out to watch the kent state game?

Today 8:19 PM

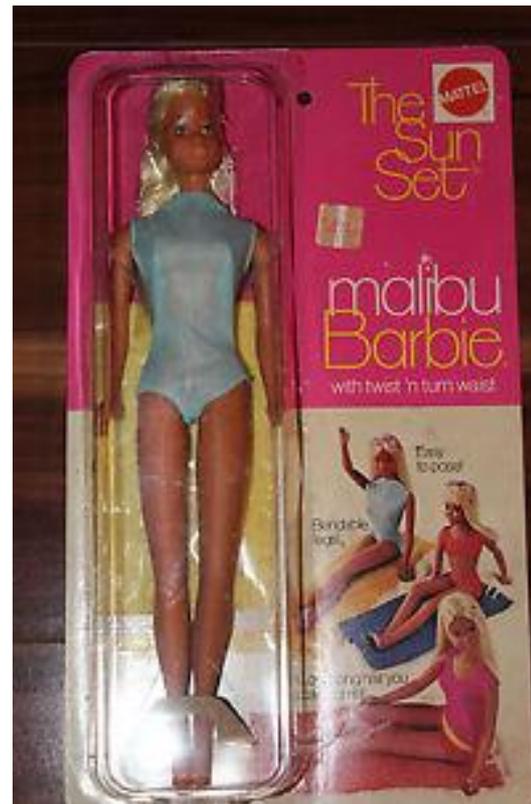
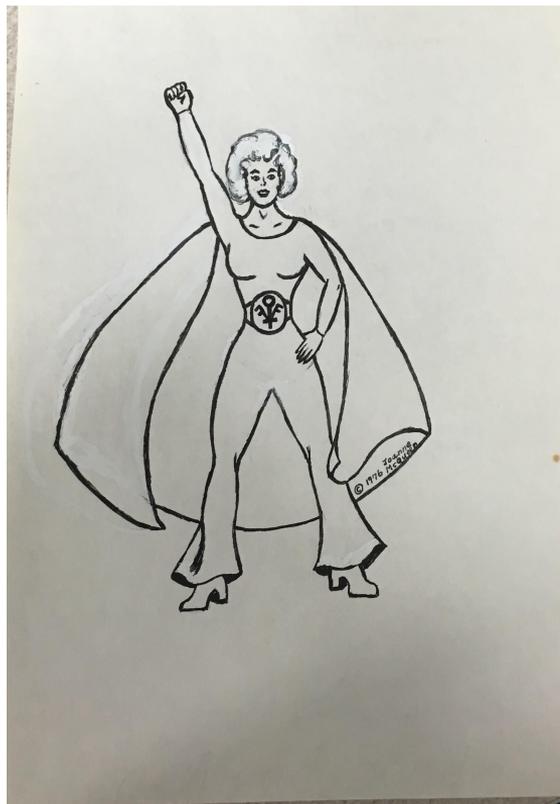
Yea I'm staying for the Kent game it's her conference championship

Jack

Your a bitch George

J Who wants to watch that

# FANTASTIC FEMINIST DOLL VS 1970'S BARBIE





★★★★★ (0)

**Barbie® Careers Pilot Doll**



★★★★★ (0)

**Barbie® Careers Dentist Doll & Playset**



★★★★★ (0)

**Barbie® Film Director**



★★★★★ (12)

**Barbie® Eye Doctor**



★★★★★ (0)

**Barbie® Careers Firefighter Doll**



★★★★★ (6)

**Barbie® Careers Game Developer Doll**



Barbie® Pediatrician Doll & Playset

★★★★★ (0)

**Barbie® Pediatrician Doll & Playset**



★★★★★ (18)

**Barbie® Farm Vet Doll & Playset**



★★★★★ (60)

**Barbie® President and Vice President Dolls**



★★★★★ (0)

**Barbie® Soccer Player (Nikki)**



★★★★★ (58)

**Barbie® President and Vice President Dolls**



NEW | DOLLS | PLAYSETS | LIFESTYLE | COLLECTION | ABOUT BARBIE

Search



Sign In / Register



Free Shipping on orders \$25+ with code FREESHIP25



IMAGINE THE POSSIBILITIES

See what happens when girls are free to imagine they can be anything.

IMAGINE THE POSSIBILITIES

See what happens when girls are free to imagine they can be anything.



YOU CAN BE A PALEONTOLOGIST



YOU CAN BE A VETERINARIAN



YOU CAN BE A PROFESSOR

<https://www.youtube.com/watch?v=l1vnsqbnAkk>



Why can't I wear a skirt?



“Who says I can't be tough?

Why is my sport not worth watching?

Why do you think I'm weak?



Who says I'm not skillful?



Why did you think I couldn't get published?



Who says i'm not intense?

Who says I can't be involved in sports professionally?



WHY CAN'T I BE YOUR NEXT PRESIDENT?



# SOURCES

<http://www.miamiredhawks.com/view.gal?id=197183>

<http://barbie.mattel.com/en-us/about/you-can-be-anything.html>  
1