

Handout Media Representation: Sexism

Sexism is prejudice or discrimination based on one's sex. It has historically affected women and girls. It is rooted in stereotypes relating to roles, abilities and identities, and can include the belief that one sex or gender is intrinsically superior to another.¹



A 2017 television advert for Aptamil baby milk formula.



Poster for 2013 film *Iron Man 3*.



An American Second World War wartime poster produced for Westinghouse Electric.



In 1953 Alcoa Aluminum produced an advertisement promoting their HyTop twist-off bottle cap.

¹ '[Sexism](#)', Wikipedia (accessed 3 November 2023).

Handout Media Representation: Ableism

Ableism is prejudice or discrimination against people with mental or physical disabilities, and is rooted in the view that disabled people are inferior to non-disabled people. Ableism is also the defining of people by their disabilities, as if that is the most important thing about their identity.



[Disability, Illness, and Difference Alliance](#) (DIDA) wall mural. DIDA is a student-run organisation at the Claremont Colleges in California.



Billboard in Trinidad and Tobago ([Dr. Michael S. Jeffress](#)).



Still from a Zuma Juice advert.

Image from the children's book [We Move Together](#) by Kelly Fritsch, Anne McGuire, and Eduardo Trejos.



Handout Media Representation: Ageism

Ageism is prejudice or discrimination against people because of their age. It is primarily a bias against older adults that depicts people as incapable and old age as undesirable.



2011 Virgin America advert.



Still from a 2014 Age UK TV advert.



Image of an advert (AGE Platform Europe).

2013 Clio Health advert.

