**word field: Gender stereotypes**

UK’s advertising regulator

against the law for advertisers in the UK

[the ban](https://www.asa.org.uk/news/ban-on-harmful-gender-stereotypes-in-ads-comes-into-force.html)

 unequal gender

[widely reviled ads](https://www.nytimes.com/2017/07/18/world/europe/britain-ads-gender-stereotypes.html?searchResultPosition=1&module=inline)

[baby formula commercial](https://www.youtube.com/watch?v=xLfH70nm9VM)

ballerina

mathematician

[commercial](https://www.youtube.com/watch?v=uHskC7JRL9M)

 to [penalize](https://www.theguardian.com/media/2016/apr/06/gucci-ad-banned-unhealthily-thin-model-asa?CMP=Share_iOSApp_Other)

unhealthily thin models

general public feeling of unease

[particularly on children](https://www.polygon.com/features/2013/12/2/5143856/no-girls-allowed).

cause harm

widespread offense

failing to achieve a task

stereotypical personality traits

connect physical features with success

women shopping

men doing at-home construction projects

portray

lifestyles

to manipulate

 consumers

shapes our culture

reflects our culture

traditional ways of representing gender

limiting portrayals of gender

advertising industry

the role

digital media

pool of images of ordinary people

“talk back” to advertisers