Monday, November 30 • 8:30am - 10:00am
Title: Gendered Food Advertisements: Meanings and Implications for Consumers (Session I)

Abstract: What should be made of the tendency of food and beverage manufacturers to target their products specifically to men and women? What messages about gender identity are communicated in these advertisements? What are the nutritional risks and benefits of these foods that target specific consumers? Students in HWP 225 (Nutrition and Lifestyle) and SOC 368 (Sociology of Gender) consider these issues in paired of videos and roundtable discussions focused on the following topics: Children/Parents; Alcohol/Spirits; and Dairy Products/Yogurt. Videos will be shown during the first 30 minutes of the session, followed by roundtable discussions.

Team 1--Children/Parents
Glaucia Vieira
Laura Fugate Engel
Brandi Whisnant
Nikki Maddle
Hannah Capps
Devin Gibbs

Team 2--Alcohol/Spirits
Reid Jackson
Gretchen Dettlinger
Zoe Lewis
Tianna Knuckles
Sam Hughes
Jessica Harper
Madeline Christopher
Caroline Crowley
Clementine O’Malley

Team 3--Dairy Products/Yogurt
Hannah Scheilin
Cody Bushong
Kyle Lohn
Brianne DuBois
Kari Barrows
Jen Thomas
Ryan McDuffie

Monday, November 30 • 10:30am - 12:00pm
Title: Gendered Food Advertisements: Meanings and Implications for Consumers (Session II)

Abstract: What should be made of the tendency of food and beverage manufacturers to target their products specifically to men and women? What messages about gender identity are communicated in these advertisements? What are the nutritional risks and benefits of these foods that target specific consumers? Students in HWP 225 (Nutrition and Lifestyle) and SOC 368 (Sociology of Gender) consider these issues in paired of videos and roundtable discussions focused on the following topics: Diet/Fitness/Energy Products; Beer; and Meats and Protein Powders. Videos will be shown during the first 30 minutes of the session, followed by roundtable discussions.

Team 4--Diet/Fitness/Energy Products
Beth Lemmel
N. Cole Pruitt
Katie Gamble
Katie Nissley
Jessica Williamson
Jordan Javadi
Brittany Goldman
Jon Carpenter
Syd Harris

Team 5--Beer
India Good-Proschaska
Addie Dechant
Morgan Brookshire
Ally Irvin
Michael Moss
Taylor Townsend
Bonnie Fox
Kris Belsito
Paige Weber
Sierra Richardson

Team 6--Meats and Protein Powders
Angela Kroninger
Kol Gold-Leighton
Emily Lindesmith
Priscilla Curvin
Cheyenne Tavana
Samuel Motsinger
Tatiana Miller
Jennifer Staton
Izaac Back
Sara Gerall
Savannah Purdy
Tasha Sills
Emily Trongo