



SR0787

LRB102 25727 LAW 35036 r

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SENATE RESOLUTION

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WHEREAS, Children learn gender roles and gender stereotypes through products with which they interact at the earliest ages of development; and

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WHEREAS, Society has realized that gender distinctions are influenced by children's products and the advertising and marketing thereof; and

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WHEREAS, In modern societies, the advertising industry plays a major role in the media landscape; and

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WHEREAS, Advertising is a very powerful form of social communication, offering a concentrated set of images and ideas that appeals to children's emotions and, thereby, shapes their values, attitudes, and understanding of the world; and

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WHEREAS, Due to the advertising industry's normative power to reflect daily life, it shapes children's understanding of gender; and

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WHEREAS, The advertising industry plays a vital role in constructing, or deconstructing, gender roles and gender equality; and

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1           WHEREAS, Addressing gender influencing in advertising is  
2           central to efforts towards achieving gender equality;  
3           therefore, be it

4           RESOLVED, BY THE SENATE OF THE ONE HUNDRED SECOND GENERAL  
5           ASSEMBLY OF THE STATE OF ILLINOIS, that we urge the Federal  
6           Communication Commission to encourage the advertising industry  
7           to provide gender inclusive advertising and marketing for  
8           children's products.