Advertisement 1

“Girl Fight” Iceland – Italy  
*Morgunblaðið* Sept. 7, 2001

1. If you saw just the picture and not the text, what would you assume the advertisement was for?

2. What kind of sentiments is the advertisement trying to evoke?

3. The players themselves came up with the idea to take this picture as an advertisement. Do you think this makes the advertisement less sexist?

4. Do you think the advertisements worked? Why?

Advertisements 2-7

Below are a few advertisements published in Iceland´s most widely read newspaper before the women´s national team matches the following seasons. Look at the posters and answer the following questions:

5. What historical events and/or national stereotypes are the advertisements referring to?

6. If you were an immigrant from one of the countries depicted in the advertisements living in Iceland, would you have found them offensive? Would you have liked them? Why?

Graph on slide 8

The graph below shows the average number of people attending the national team matches (women´s team are in red, men´s team in blue).

7. Referring to the answer to question 4, how has the average attendance changed since 2001?

8. How did the national women´s team do in the years depicted in the graph? Can we assume something about the effects of a commercial like the one in part A?