

STEREOTYPES

I-18
B/I

CATEGORY: Introduction

CONCEPTS: INTERDEPENDENCE, U.S./Latin American Relations

ACTIVITY: Using ads to study U.S. influence in Latin America.
The first-time visitor to Latin America is often surprised at how U.S. products and life-style models permeate these nations, particularly in the large cities. By seeing and discussing typical advertising from a Latin American newspaper and then comparing television, newspaper or magazine ads from the U.S., students will discover these influences and make cross-national comparisons.

OBJECTIVES: The student will be able to describe some U.S. influences in Latin America after directly experiencing real advertising from several newspapers. S/he will be able to compare this with Latin American influence on our own market and consumption.

PROCEDURE: Photocopy and distribute or use an overhead projector to show the samples of advertising which follow. Have the students point out what in each ad shows U.S. influence and what type of influence it is (technical, products, linguistic, cultural, etc.). Finally, ask them to generalize on the level of influence and also to consider whether their image of Latin America has changed after seeing the ads. As homework, ask the students to check ads on television, magazines and newspapers for Latin American influences in the U.S. Have them list and/or bring samples to class. The students will then be able to compare cross-nationally in terms of amount of influence and type (most U.S. advertising that deals with Latin America tends towards picturesque or exotic images as opposed to practical, technical images).

LEVEL: MIDDLE GRADES

Source: Gibbs, Virginia G. *Latin America: Curriculum Materials for the Middle Grades*. Center for Latin America, University of Wisconsin-Milwaukee. 1985. 1989.

Paulette
Tienda SHOW
2do. nivel • Plaza Naco
Tel.: 565-3289

Con su línea exclusiva: 
Para la juventud
Polos • Jeans • Pantalones de Corduroy
T-Shirts - "Baggies" SUNDEK Cera.

PAULETTE. Display store.
2nd floor, Naco Plaza.
With its exclusive line
of Levi's womenswear.
Junior department: Polo
shirts, jeans, corduroy
slacks, T-shirts, SUNDEK
"Baggies."

TITO VIDEO CLUB
SUPER ESPECIAL

Plaza Naco Tienda Show
2do. Piso
Tel. 567-3598



T.V. MITSUBISHI, 19"
control remoto, cable ready
Ahorre el 30%

...NUEVAS PELICULAS
-The Verdict
-The Sacketts
-Five days one summer
-Monlighting
-Search and Destroy
-Porky's

PORTATIL Y CAMARA PASONIC
VHS, 8HRS, STEREO, SLOW MOTION,
6 LBS. RD\$. SUPER ESPECIAL!!!

TITO VIDEO CLUB. SUPER....SPECIAL. Naco Plaza, display store,
2nd floor. MITSUBISHI T.V., 19", remote control, cable ready.
Save 30%....New films: The Verdict, The Sacketts, etc.

Salón Alta Peluquería
Unisex
la ronde

Abierto los domingos de 9:00 a 3:00, Gustavo Mejía
Ricart No. 98, entre Lincoln y Lope de Vega, Tel.
565-3975.

Hair stylists salon LA RONDE. Unisex. Open Sundays from 9:00 to
3:00. 98 Gustavo Mejía, between Lincoln and Lope de Vega.

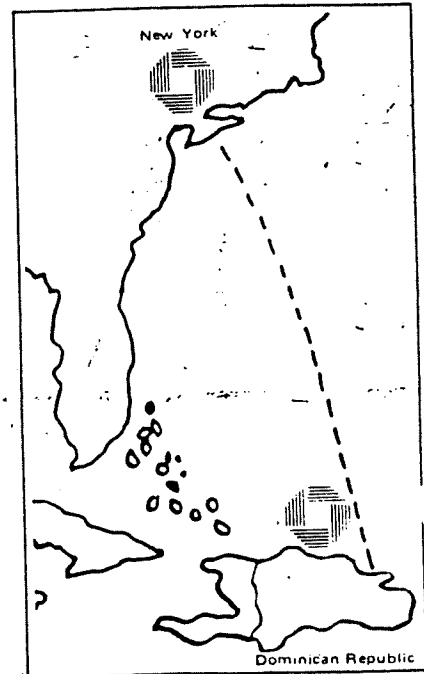
MAS PESOS DOMINICANOS POR DOLAR

Al enviar dólares a través de money orders del Chase, usted recibe las ventajas de la tasa de cambio del mercado libre de divisas cotizada por las sucursales del Chase en República Dominicana. Esto significa más pesos por sus dólares.

Usted puede obtener los money orders en cualquiera de las más de 200 sucursales del Chase, a través del Estado de Nueva York, y sus familiares y amigos pueden cobrarlos en cualquiera de las 7 sucursales del Chase en Santo Domingo y Santiago.

Están disponibles en cualquier denominación hasta US\$1,000.00 y cantidades mayores pueden ser transferidas electrónicamente.

Venga a la sucursal más cercana del Chase para más información.



Línea Directa
Santo Domingo

- Oficina Principal
Ave. John F. Kennedy
Esq. Tiradentes.
- Isabel La Católica
- Ave. Duarte 49
- Ave. Duarte 418
- Abraham Lincoln 106
- Prolong. Ave. Bolívar 425

Santiago
● El Sol 75

 **THE CHASE IS ON™**
© 1983 The Chase Manhattan Bank, N.A. Member F.D.I.C.

MORE DOMINICAN PESOS PER DOLLAR. By sending dollars with Chase Money Orders you will receive the advantage of the free market exchange rate established by Chase offices in the Dominican Republic. This means more pesos for your dollar. You can obtain the money orders at any of the more than 200 branches of Chase in New York state, and your family and friends can cash them at any of the 7 branches of Chase in Santo Domingo and Santiago. They are available in denominations of up to \$1,000 U.S. and higher amounts can be electronically transferred. Come to the closest Chase branch for more information.

 **Farmacia**
"Dr. Camilo"
Medicinas, Cosméticos,
Perfumería Juguetes
LA PIONERA CON
SERVICIO 24 HORAS
A cualquier hora y cualquier día

TELEFONOS
566-5575/566-1253
 Paseo de los Locutores No 31 (antes calle 4)
 entre Av. Abraham Lincoln y Winston Churchill Ens. Piantini Sto. Dgo

Acceptamos tarjetas de crédito

También tenemos servicio
 de FOTOCOPIA las 24 horas.

"DR. CAMILO" PHARMACY. Prescriptions, cosmetics, perfumes, toys. A pioneer in 24-hour service. Any time, any day. Telephones: 566-5575/566-1253. 31 Locutores Boulevard, between Abraham Lincoln Avenue and Winston Churchill. We accept credit cards. We also provide 24-hour photocopy service.

NO SEA CALVO Use PHELOMIL 007



Contiene Placenta humana de verdad Distribuye en la República Dominicana

American Beauty Soplay
 Leopoldo Navarro No.63 Tel. 685-2000

DON'T BE BALD. Use PHELOMIL 007. Distributed in the Dominican Republic by AMERICAN BEAUTY SOPLAY ("supply"). 63 Leopoldo Navarro Street.

CURSOS DE PROGRAMACION EN LENGUAJE BASIC Y PASCAL

LLAMAR A LOS TELS. 564-64-08,
564-73-31, 574-01-08

procesamiento interactivo s.a. de c.v.
Hamburgo N° 254, Col. Juárez,
06600 México, D. F.

DISTRIBUIDOR AUTORIZADO

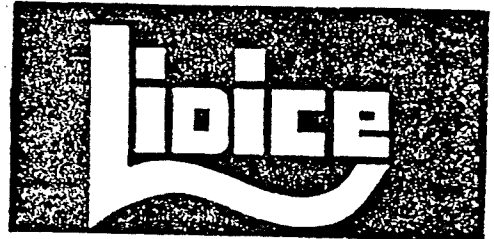


apple computer inc.

Courses in Computer Programming. BASIC and PASCAL. Call the authorized distributor in Mexico for Apple Computer Inc.

Now for sale LIDICE Homes. Condominiums with a panoramic view. 2 bedrooms, 2 baths. Penthouse with a Jacuzzi and solarium.

INICIAMOS VENTAS RESIDENCIAL



CONDOMINIOS PANORAMICOS

AV. CONTRERAS N° 484

A UNA CUADRA DE PERIFERICO SUR

2 RECAMARAS — 2 BAÑOS

PENT-HOUSE CON JACUZZI Y SOLARIO



promociones DAKOTA N° 204, 402 COL. NAPOLES
galaxia 543-43-43, 543-43-44, 523-70-50.

EMPRESA IMPORTANTE SOLICITA PARA SU
DIRECCION GENERAL:
(ubicada en la Col. Ex Hacienda de Coapa)

SECRETARIA EJECUTIVA BILINGÜE

Inglés/Español

REQUISITOS:

EDAD: 27 a 35 años

ESTUDIOS: Carrera comercial de
secretaria ejecutiva
bilingüe

EXPERIENCIA: 4 años a nivel dirección

OBSERVACIONES: Excelente presentación,
sin problemas de horario

SE OFRECE: Prestaciones arriba de la
ley, semana inglesa,
servicio de comedor,
sueldo atractivo

Interesadas, favor de concertar cita al 594-25-38.
At'n. Sra. GALEGOS, de 9:00 a 12:30 Hrs. y de
3:00 a 4:30 p.m., días hábiles.

Leading company seeks: BILINGUAL EXECUTIVE SECRETARY English/Spanish. Requirements: Age 27-35, Diploma as Commercial Bilingual Executive Secretary, 4 years experience in similar position. Must be neat and attractive and be willing to accept a flexible schedule. We offer a good salary, English workweek (5 days), employee cafeteria. Please call for interview.

REKNOWN INTERNATIONAL COMPANY NEEDS A TOP LEVEL FINANCIAL MANAGER

Applicants should:

Know English fluently

Have a professional background

Have a general knowledge of all related areas

Have 5 years minimum experience as Comptroller
in a company of at least 300 employees

Be between 35 and 45 years of age

The person we need will enjoy a key position within
the organization, thus he must:

Be dynamic

Have well-defined objectives

Have a lot of initiative

If you know where you want to go, and how to
get there, send your curriculum to Apartado Postal 214-53000,
Naucalpan, Edo. de México. Attention Director de Finanzas.

No explanations necessary!

ADMISION INMEDIATA LADIES AND GENTLEMEN

MULTINACIONAL AMERICANA, ACTUANDO EN LAS AREAS DE: TURISMO — COMUNICACIONES —
RELACIONES HUMANAS, SELECCIONA DE 15 A 20 CANDIDATOS (AMBOS SEXOS)

- Buena presentación, edad mínima 24 años
- Disponibilidad de horario
- Buenas relaciones sociales, y
Nivel cultural.

LOS SELECCIONADOS(AS)

- * Tendrán entrenamiento adecuado
- * Curso de inglés en el exterior en seminarios
- * (Próximos en Nueva York, Chicago o Los Angeles)
- * Otros beneficios.

GRUPO A: \$70,000
GRUPO B: 50,000
GRUPO C: 35,000

(Bilingüe indispensable)
(Conocimientos de inglés)
(Inglés no indispensable)

Entrevistas exclusivamente este LUNES y MARTES con Mr. ROYERS, en los Teléfonos:

254-03-00 254-02-73

(Sólo atenderemos personas libres de compromisos laborales)

Immediate employment LADIES AND GENTLEMEN. North American multi-national company, in the field of tourism, communications, human relations, is selecting 15-20 candidates (both sexes). Must be well-groomed, at least 24 years old, have a flexible schedule, be cultured and have good contacts. Those selected will receive adequate training (in New York, Chicago or Los Angeles), attend English seminars, and have other benefits. Group A: 70,000 pesos (absolutely bilingual); Groups B: 50,000 pesos (some knowledge of English); Group C: 35,000 pesos (no English necessary). Interviews only this Monday and Tuesday with MR. ROYERS at 254-03-00 or 254-02-73. (We will only consider persons who have no employment commitments.)

SEÑORES PADRES DE FAMILIA

USTED PUEDE MODIFICAR
EL RENDIMIENTO ESCOLAR DE SUS HIJOS

**ENCYCLOPAEDIA BRITANICA
DE MEXICO**

Le obsequia la investigación que en forma práctica han registrado importantes psicopedagogos en
"10 FORMAS DE AYUDAR A SUS HIJOS
A OBTENER MEJORES CALIFICACIONES"

Con el fin de orientar a ustedes que se interesan en el aprovechamiento escolar de ellos, acuda personalmente para recibirlo en forma gratuita a Insurgentes Sur número 1180-100. piso. Únicamente hoy domingo y mañana lunes de 11:00 a 17 horas.

"SU HIJO LO VALE"

NOTA: Su hijo recibirá interesante obsequio comprobando "BUENAS" CALIFICACIONES. **Teléfono 575-45-95**



PARENTS. You can improve your children's grades. ENCYCLOPEDIA BRITANICA OF MEXICO will give you free of charge the results of an important study by leading educational psychologists: "Ten Ways to Help your Children Improve Their Grades." For the purpose of aiding those of you who are really interested in your children's school work, we invite you to pick up your free copy at 1180 South Insurgentes Street, 10th floor. Only today, Sunday, and tomorrow, Monday from 11:00 a.m. to 5:00 p.m. "YOUR CHILD IS WORTH IT." NOTE: Your child will receive an interesting gift if he or she can show proof of "GOOD" grades.

USA Y CANADA LA RUTA FASCINANTE
U.S.A. Y CANADA 1983

11 MARAVILLOSOS DIAS RECORRIENDO LO MÁS SOBRESALIENTE DE: NEW YORK, ATLANTIC CITY WASHINGTON, NIAGARA FALLS TORONTO, OTTAWA, MONTREAL, QUEBEC Y ALBANY. SALIDA LOS VIERNES.

OCTUBRE 7 Y 14; DICIEMBRE 23.

COSTO POR ADULTO: 1,217.00 U.S. COSTO POR MENOR 858.85 U.S.

INCLUYE: Alojamiento, avión, paseos, propinas, traslados, media pensión, etc.

UTILICE SU CRÉDITO O TARJETA DE CRÉDITO.

CONSULTE CON SU AGENTE DE VIAJES PARA MAYOR INFORMACION.



ETLA N° 26, Col. Hipódromo Condesa, México 11, D. F. (entre Benjamín Hill y Eje vial Baja California) 277-4344 (conmutador), 271-0410, 271-0888, 271-0390, 271-0675.

Agencias de viajes foráneos, para inscripciones favor de llamar por cobrar. TIEMPO.
TELEX 1773537

THE USA AND CANADA: THE FASCINATING ROUTE. 11 wonderful days traveling through the highlights of New York, Atlantic City, Washington, Niagara Falls, Toronto, Ottawa, Montreal, Quebec and Albany. Tours leave on Friday, October 7th and 14th, December 23. Cost per adult: \$1,217.00 U.S., cost per child \$858.85 U.S. This includes: lodging, plane fare, excursions, tips, ground transport, breakfast and dinner, etc. Use your credit card. Consult your travel agent for further details.

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**NECESITA UN CARRO
EN DOMINGO?**



Nelly Rent-a-Car

- Jose Contreras, No.139
Tel.:532-7346
- Ave. Independencia, No.654
Tel.:688-3366
- Aeropuerto Las Américas
Tel.:687-0232
- Santiago, Tel.:582-8144
- La Romana, Tpl.:556-2156

Horario: de 7 a.m. a 8 p.m.

DO YOU NEED A CAR IN SANTO DOMINGO? Nelly Rent-a-Car. (Addresses and phone numbers). Open from 7 a.m. to 8 p.m.