

The American Muscle Grill Claim

The ad for The American Muscle Grill totally uses sexist stereotypes about what it means to be a “real man”_and in doing so reinforces harmful gender norms that perpetuate a narrow definition of masculinity that is violent.

The American Muscle Grill ACES Example Paragraph

The ad uses adjectives associated with violence to describe the kind of man that might want this grill, therefore investing in the idea that it's not only okay but normal for men to be violent. One example of this is in the ad slogan which says, "You have the soul of a hunter. Satisfy it with a bone-in ribeye and a 7-fuel grill." The phrase "soul of a hunter" suggests that men are predators a.k.a. primal and violent. Even more specifically, the word "soul" conjures up this idea that God or some unexplained heavenly force instills such primal and violent tendencies in men as if gender expectations aren't social constructions. Overall, the ad through its use of specific adjectives, reinforces notions of men as primal and violent beings. This isn't the only way that the print ad reinforces such ideas.

Hardees ad Claim

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Hardees ad ACES paragraph
