

FIRST EPISODE: “SMOKE GETS IN YOUR EYES”

1. How does *Mad Men* reveal the different forms of lifestyle in the 1960s compared to today?

2. In what ways does the show exhibit the racial divides of early 60s society?

3. What themes of sexuality dominate a significant portion of the episode’s narrative?

4. How is the 1960 advertising world a male-dominated world?

5. What forms of bigotry or intolerance are exhibited by the show’s characters?

6. How do smoking and drinking tie into the show’s atmosphere?

7. How does the show hint of forthcoming notions of female empowerment?

8. How does the power of printed advertising in 1960s America reveal itself?

9. What are the characteristics of the show’s main character, Donald Draper?

10. How do you think the show’s plot might change over several seasons?

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Accompanying Primary Source: *Los Angeles Times*, 27 Dec. 1960, Page 7.

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