



Images of women in advert 1940s/50s

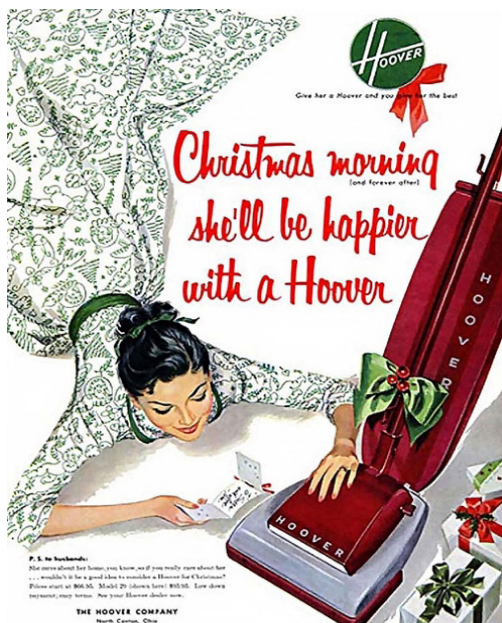
The Advert is for the American beer company, Schlitz. Meaning is created through the **mise en scène** of the 1950s kitchen. The advert uses a **medium long shot** to show interaction between characters. The **dress codes** of the characters signify a housewife and husband. She wears a striped apron to fit the **stereotype** of domesticity. He wears a black suit and tie to **signify power and importance**. The **body language and facial expression code** show the woman's distress and her husband's attempt to comfort her. The object codes of the smoking pan and the white handkerchief reveal that she is crying because she's burnt something. This clearly **symbolizes** who holds the power in the relationship.



<http://static.boredpanda.com/blog/wp-content/uploads/vintage-ads-that-would-be-banned-today/vintage-ads-that-would-be-banned-today-21.jpg>

The slogan is a **direct quote** from the husband. He uses the term 'Darling' affectionately but it also emphasises the **woman's inferiority** as he has to comfort her distress.

The viewpoint promotes the idea that men and women have **different status**. Women are inferior to men, prone to fits of emotion and let their husbands down by not being able to do the simplest tasks.



Look at this 1960s advert for Hoover. In pairs or groups consider the following questions:

- How has the representation been constructed?
- Is a stereotype created?
- What viewpoint is being communicated?

<http://mgb1967.com/wp-content/uploads/2015/12/Christmas-morning-she'll-be-happier-with-a-Hoover.jpg>



1970s

Despite the growing power of the women's movement in the 1960s and the new equalities women enjoyed, advertising had failed to get the message. Indeed, it contradicted this ideology.



http://1.bp.blogspot.com/wam4wy2HLDc/URY4j8A35ul/AAAAAAAAABg/5aLlkYtbzno/s1600/very_sexist_ads_640_17.jpg

This advert for Weyenberg Massagic Shoes was published in Playboy in 1974. The brand claimed that it was taking a stand against women's liberation.

The female is naked so immediately the gaze is focused on her body. Her **body language and facial expression** suggests that she is entranced by man's shoes.

The **Slogan** introduces a **misogynistic** message to the representation. 'Keep her where she belongs' suggests to the audience that women belong at the feet of men.

Objectification and the Male gaze are evident.

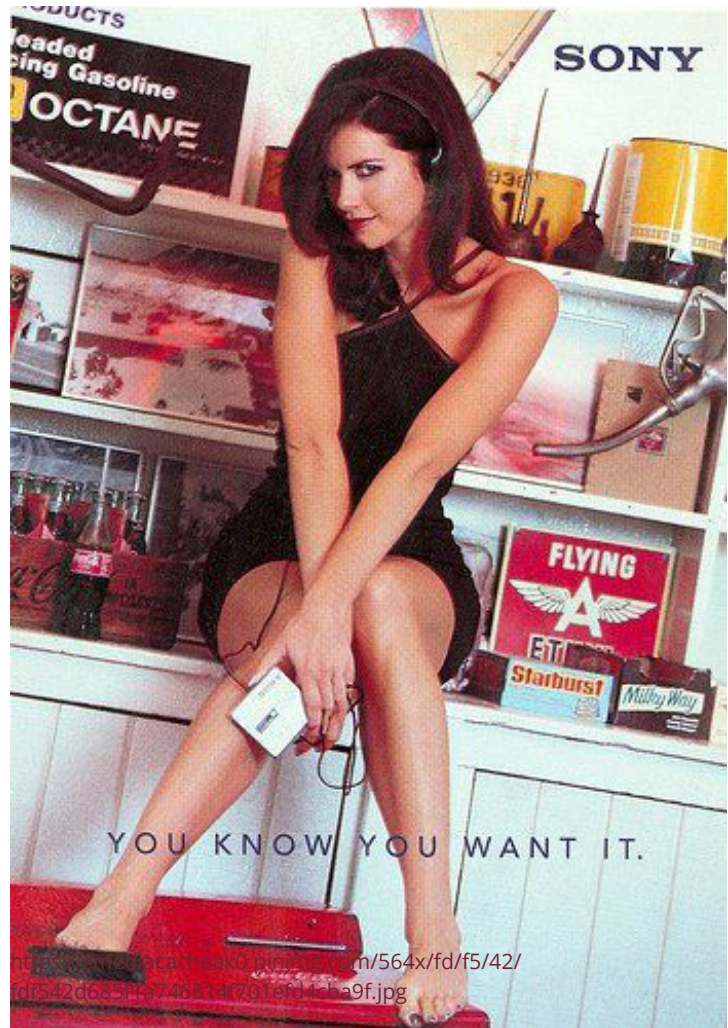
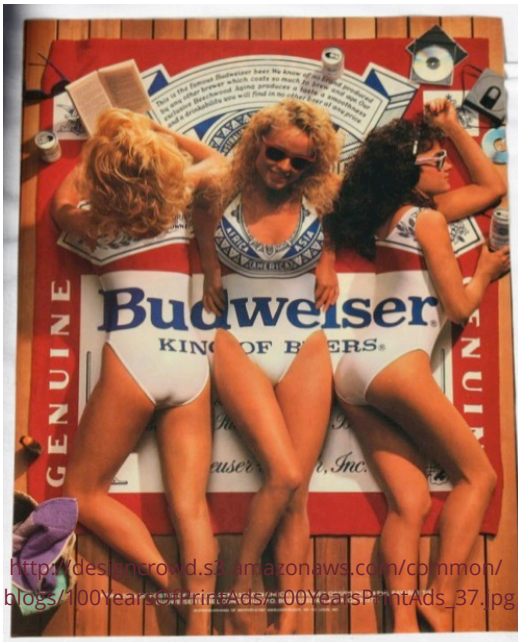


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1980s/90s

Sexism was still prevalent in the 80s, 90s and 00s. Advertising was increasingly objectifying women to sell products. Women were often dismembered, putting the focus solely on their bodies.

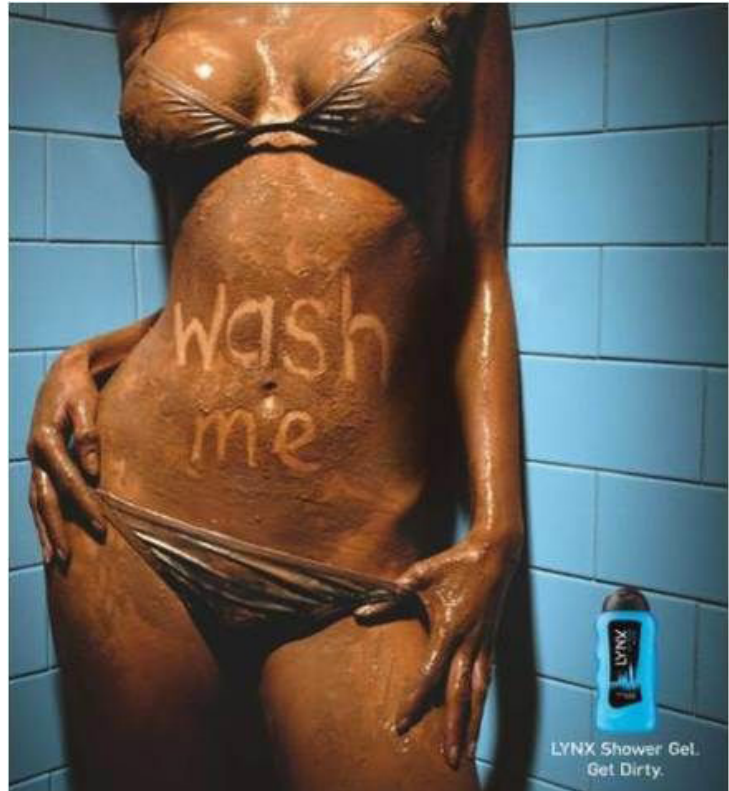




2000s



http://adurds.co.uk/wp-content/uploads/2011/11/article-2064946-0EE612E800000578-799_634x928.jpg



<https://s-media-cache-ak0.pinimg.com/736x/a8/db/b9/a8dbb9196a5a4a975399de21750a659a.jpg>



Changing Nature of Representation

	Key codes and conventions	Meaning and Connotations	Viewpoint/Ideology
1950s/60s			
1970s			
1980s/90s			
2000s			