



**Key Terms:**

**Myth:** This is how an image relates to wider society. When analysing an image, we must always realise that it might be promoting a particular political or ideological viewpoint, albeit quite subtly. If we continually see a particular representation over and over again we might begin to believe it is true or real, for example stereotypes.

**Stereotype:** a widely held but fixed and oversimplified idea of a particular type of person or thing. An example of a common stereotype might be that girls are not good at sports, or that smart boys are nerdy (think of the TV show Big Bang Theory).

**Activity:** Choose **ONE** stereotypical 1950's advert and **ONE** stereotypical modern advert. Analyse the way the adverts have been constructed to reinforce stereotypical gender representations.

- 1. Carry out denotation/connotation analysis exploring the following mise en scene elements (**symbolic codes**):
  - setting
  - costume
  - body language and facial expression
  - props



symbolic codes	Denotation (describe what you see in the image)	Connotation (explain the underlying meaning)
setting	In the modern day image, I can see two sexes in the shower together with the male washing in shower gel and the female washing in whipped cream	In the modern day picture, the term “the cleaner you are the dirtier you get” could imply that women are attracted to clean

	In the 1950s picture I can see a man spanking a woman mercilessly on his lap.	men and men who are clean get attraction from woman.  In the 1950s picture the meaning “if your husband ever finds out “back in those days as men were dominant over woman this term mainly focused on the fact that woman were meant to prepare food or beverages for their husband the way their husband wanted it and if it wasn’t done correctly then the wife would be in trouble
costume	The two sexes in this picture do not have any close on in the modern day picture but are naked covering themselves with whipped cream or body wash, this makes the image sexual and also portrays woman as sexual.  The 1950s picture shows the woman wearing a black dress with heels on. This was what people in the 1950s expected woman to wear then.	This was what people in the 1950s expected woman to wear then. Typical dress and heels.  In the modern day picture its more sexual as they are not wearing clothes
Colour	The colour in the 1950s is the normal black and white that they used back in the day.by observing the colour scheme you can tell that it is not a modern day picture  In the modern day picture it has modern day quality with multiple colours based on the colour of the actors and the environment there in	The woman in the 1950s is wearing black and white on the type of dress she is wearing which suggests that she is seen as a type of housewife.
body language and facial expression	The body language in the 1950s can be seen as aggressive as the man is spanking his wife for not preparing the good quality of food she provided for him  The body language in the modern day picture is seen as again sexual, as both male and female are postured in a certain position when showering	This type of aggression was used for woman when they did not prepare the correct meal for their husbands  This body language is seen as sexual as they are producing a sexual advert

props	<p>The prop used in the modern day outfit is a shower gel or body wash</p> <p>In the 1950s the prop they try to advertise is used in the advert</p>	<p>In the modern day advert the prop is used to advertise and link the shower and body wash to the quote “the cleaner you are the dirtier you get”</p> <p>In the 1950s they call the object they try to advertise “chase and stubborn” linking it to the wife so that the husband chases the wife if she’s stubborn</p>

- 3. How are men represented in this advert? Men are represented as aggressive in the 1950s and represented as sexual in the modern day
- 4. How are women represented in this advert?
- Miss treated in the 1950s as housewife’s or maids and sexual in the modern day

**Challenge Activities**

- If this advert was made today, how do you think audiences would respond to it?  
 The audience would respond negatively to the 1950s advert as it is stereotypical and sexual
- Looking at the collage of 50s adverts, can you identify any patterns regarding the representation of men and women?  
 Men are still dominant over woman in both adverts and females are still being mistreated in a stereotypical way

