

Year 12 Media Studies Bridging Work

You should complete this bridging work in time for your first timetabled A-level Media Studies lesson. It links directly with Component 1, Section A (on print advertising) which we will begin in September.

Gender Stereotyping and Advertising

1. 1950s Magazine Advertising

Consider the following representation of women in the 1950s advertisement below:

Successful Marriages
start in the kitchen!

Now the new mistress of the house can go right ahead with some of those girlhood dreams—planning lovely meals for her man, preparing all sorts of interesting little dishes and safe in the knowledge that Pyrex is going to make failure-free cooking easy.

The not-so-glamorous tasks of the kitchen become fun, too, with Pyrex. Just one dish for cooking, serving and storing, and when it comes to washing up, the suds banish grease from Pyrex in the twinkling of an eye!

**AGEE
PYREX**

Now available from all leading stores

MARKETED BY CROWN CRYSTAL GLASS PTY. LTD.

Provide a 500 word analysis on the advert. How does it represent gender? (focus on the key concepts of media language, representation and audience)

2. Considering wider social/historical contexts

Read and annotate the following article by Jennifer Holt on 'The Ideal Woman':

<https://www.csustan.edu/sites/default/files/honors/documents/journals/soundings/Holt.pdf>

In what ways does this social/historical context help you to understand the representations of gender on offer in the *Pyrex* advertisement?

3. Applying Theory

Watch the following You Tube introduction to Judith Butler's theory of 'Gender Performativity':

<https://www.youtube.com/watch?v=SoFs0ws82SM>

In what ways does this theory help you to challenge the representations of gender on offer in the *Pyrex* advertisement?

4. Modern context

Has gender stereotyping changed at all in the last 60 years? Read and annotate the following news article:

<https://www.theguardian.com/media/2017/jul/18/new-measures-announced-to-crack-down-on-sexist-adverts>

Is the Advertising Standards Authority right to take this action? Do you think it will have any impact on gender roles within society?

5. Extension Task: Creating and challenging representations

Create an A4 magazine advertisement for a kitchen utensil. Try to be gender neutral and/or challenge dominant gender stereotypes.

Use a camera phone and Microsoft Word or Publisher (unless of course you have access at home to more advanced technology/tools!)