

Media Representations. You will need to study the representations of gender here; particularly femininity but also the implied representation of masculinity.

What does the advert say about women of the 1950s. They were housewives, domesticated, their role was to care for the family, even if they worked as well. Case study below of women in 50s and 60s.

<https://docs.google.com/presentation/d/1yKJcUGFVFIh09Unkn6JZnLdXJzdkXjctmh994x6kKdii7usomsharing>

Men were therefore deemed to be the breadwinners and this put pressure on men as they had to ensure that money was brought in to pay for food and bills. Men were the decision makers too with regards to anything from moving house to move for work. Gave women housekeeping money limited to what they could spend – but women managed the money regarding the house-keeping and shopping. Accepted gender roles. Women would pressurise one another over making sure the house was in order and tea was made on time for their husbands. (Domestic abuse in the 50s) Men had the power because of the money.

To what extent does the product make use of a stereotype or stereotypes? It uses the stereotype to play on the ideologies of the 1950s that women were domesticated and the image represents women as enjoying that role, sending a message to female audiences that they should enjoy their role and obviously the product as the model looks surprised by the products capabilities. The lack of male presence also represents men as abstaining from those jobs in the house and also their absence from the home, due to having to go to work.

What is unfamiliar and what is familiar about the 1950s world that is re-presented here?

Unfamiliar : The way women are represented as being happy within their roles. Competitive with their own mothers, 'This'll shake you mother'. Being taught by mothers and traditions passed down. Women are strong – rolled up sleeves showing she is ready for hard work. Familiar: The way women were expected to be the nurturer and carer as well as the more domesticated person in the household. She is good at what she does, better than men at cleaning clothes. She can hang the washing out without looking – multi tasking!

Discuss your own interpretations of the representations here.

How are these interpretations influenced by your own experiences and beliefs?

OMO Advert Theoretical Framework: Media Language and Media Representations

OMO Advert: Historical, social, cultural and political contexts. You should discuss the ways in which media language and representations reflect the social, historical and cultural contexts in which this advertisement was produced.

Does this help you to make sense of the contexts influencing today's advertisements?

Useful contrasts can be drawn with the two other advertising and marketing Close Study Products.

2 strong female positive role models in the previous images compared with the lady in the OMO advert, as she is deemed to be domesticated as opposed to educated and professional. Due to the way she is shot in front of washing which hangs over her shoulder. This is her role, as opposed to that of women being given career choices.

Have political changes played a role in the developments that have made this advertisement seem outdated and unusual, especially in terms of gender representation? Political changes are that women are treated on a much more equal basis. The change occurred after the 50s when we became less manufacturing led and more services led, as women had better communication skills and were more suited to dealing with customers at that time during the 70s and 80s, due to manufacturing decline in the 70s. (Mid-Victorian age the UK was producing 40% of world manufacturing output). Currently : the UK is currently the eighth largest manufacturing nation in the world. Therefore more women were encouraged to seek service led roles, personal assistants, typists, telephonists.

Common conventions of print

Conventions

Connotation

Denotation

Preferred Reading

Design and Layout

Typography

Representation of people

Body language/ facial expressions

Use of colour

Use of language

adverts

Media Language. What are the connotations and denotations of the various signs that make up this advertisement? Rolled up sleeves connotes ready for work. / Lipslick and hair depicts the expectations of women in the 1950s. / Medium close up shot of the woman looking surprised. / Hanging out the washing - a role which was dominant amongst women during the 1950s. / Direct address used to make the audience recognise the message that the product is good, because it is surprising. Hair and makeup characteristic of femininity. Frills around the back of the neck, representing a pinafore, to protect clothing from dirt, demonstrating house proud, and personal pride as wives. The inclusion of 'whiteness alone won't do' suggesting that the product goes beyond what is expected and what perhaps other products can do.

How do elements such as layout and design, typography, body language and use of language contribute to the meaning of the product?

Typography: Omo in bold which correlates with the image on the box. The letter O is bigger at the top left of the image is larger, anchoring the feeling of the product by the woman in the image and the audience themselves. They too will be surprised. The typography is more like typewriter font on the blurb, in order to try to make the information appear to be more formal and serious. 'This'll shake you, mother!' A suggestion of competition between mother and daughter, targeting a younger audience, therefore giving the daughter the upper hand over the mother's experience and advice. Body Language, facing behind (direct address) whilst hanging out washing suggests that she has looked at the product and wants to share her findings with the audience. Yellow indicates safety, red indicates warning (must see)

Messages and values are clearly different to those found in modern advertisements, but how are these messages and values communicated by the signs, codes and conventions used in this advertisement?

It's more about how a housewife should do a good job and making clothes clean and bright is a concern of theirs. The messages are more direct - a hard sell as in the past audiences weren't as savvy and needed more direct sales techniques as opposed to the adverts which offer lifestyles as well as products nowadays.

How effectively is media language used to create a persuasive message?

The use of the words 'you' makes the audience feel a part of the conversation about the product. / Use of rhyme - brightness to whiteness/ OMO makes... OMO adds...

How does the combination of elements in the advertisement contribute to a narrative? Equilibrium - clothes before dirty/ Disruption - dirty clothes/new equilibrium, once the clothes have been cleaned by OMO. Binary opposites, dark v bright, dirty v clean, female role v male role.

How does the media language used here position the target audience and how does today's reader interpret these signs differently? At the time the use of the woman addressing the audience as well as the slogans used would have persuaded house proud women to buy the product, as it appears to be doing the jobs, as expressed by her facial expression. Nowadays the image of a woman being impressed by washing powder would be read as sexist as women's roles are more equal to men, and they are no longer expected to stay at home and take care of household chores.

Callout/bubble/burst : Why has it been designed like this? How does it mirror the product? How does the colour link to the product?

Colour theme blue white and red – union jack – American flag – How does the colour scheme throughout the advert link with the product?

The copy / blurb about the product – What are the key messages in the words? Why is there such an obsession with perfection? How does the amount of copy differ from adverts today?

Text provides more detail on product

Slogan – Why has this slogan been used? Again, this myth of perfection comes through. How does this link to the representation of women in the 1950s?

This often adds to the theme of the advert. Reinforces brand identity.



Name of product

The Heading – How does the heading message and typography link to the product?

Use of rhyme in title – using words from company slogan as below

Graphic / Image of woman (Mid Shot) – What is the connotation of the woman's pose and facial expression? What do you notice about the colours in the graphic?

Image of product – Brand logo and name – it's quick and easily recognisable in store – brand identity.

Typography – How does the choice of font mirror the product? Why?