

Gender in Advertising

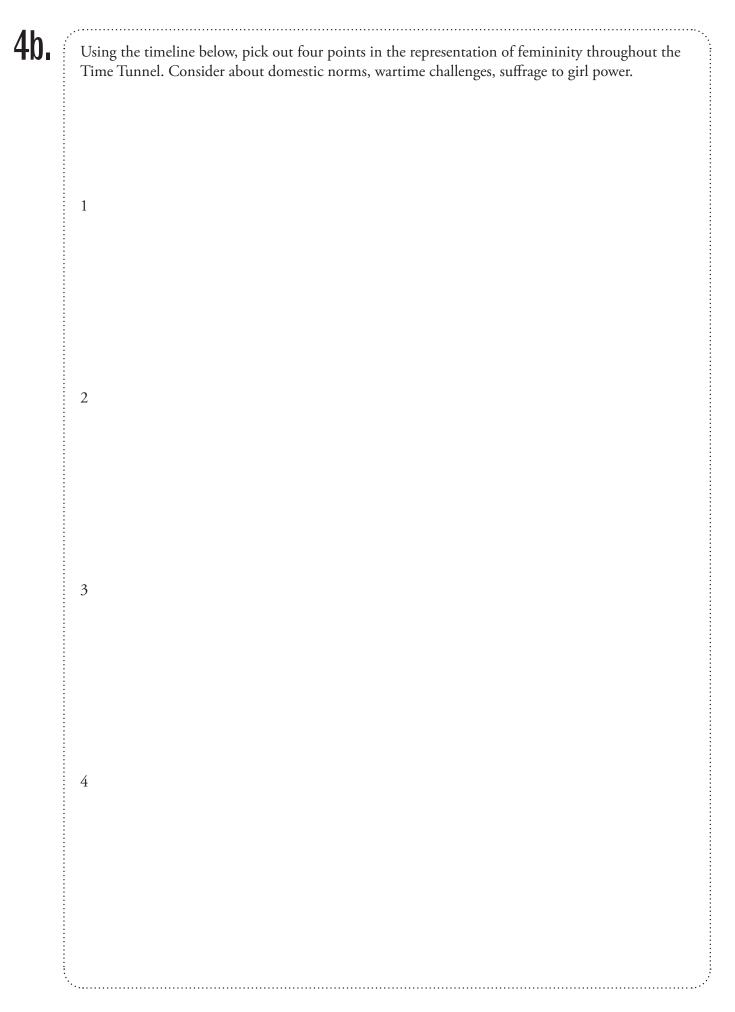
Use this worksheet as you make your way around the Museum of Brands, start in the Time Tunnel and then explore the Branding Hall. As the questions use various parts of the Museum, you may need to go around more than once.

This Museum forms an immersive representation of British life from the Victorian times to today by displaying mass media, advertisements and products which were engaged with by ordinary people every day. This worksheet will explore how consumer culture both constructs and reflects attitudes in society regarding gender roles.

tl	For the first four decades, identity a piece of advertising or packaging which provides examples his.
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v	/ictorian Product/ Advertisement:
N	Message communicated:
E	Edwardian Product/ Advertisement:
Ν	Message communicated:
1	910s Product/ Advertisement:
N	Message communicated:
1	920s Product/ Advertisement:
Ν	Message communicated

1b.	Write down a short description of the role of women within the society based on the research you have undertaken above.
	Write down a short description of the role of men within the society based on the research you have undertaken above.
2.	Sex sells right? This phrase is a well-worn mantra within advertising. For the decades below, find an example of how sexualised imagery of women's bodies are used to sell products.
	1950s Product/ Advertisement:
	1970s Product/ Advertisement:
	1990s Product/ Advertisement:
	What message are these adverts communicating to men, and what attitudes are they legitimising?

3.	Sexualised masculinity can also be found within the Time Tunnel, identify two examples below.
	Decade Product/ Advertisement
	Decade Product/ Advertisement
	What message are these adverts communicating to women, and what attitudes are they legitimising?
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4a.	Within the twelve decades represented in the Time Tunnel we can trace Women's liberation, changing represenation of male roles, and the growth of subversive, youth subcultures. Pick three belows to show a change in represented masculinity in the time tunnel, considering alpha male imagery and a more fluid view of gender norms within 60s and 70s subcultures.
	1
	2
	3



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