

## HE/FE Gender in Advertising Museum of Brands Worksheet

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.

1. Throughout the Time Tunnel and Branding Hall we can see men and women in separate spheres within the home, the family and in society.
  - a) For the first four decades, identify a piece of advertising or packaging which provides examples of this.

| Period    | Product/<br>Advertisement | Representation | Message communicated |
|-----------|---------------------------|----------------|----------------------|
| Victorian |                           |                |                      |
| Edwardian |                           |                |                      |
| 1910s     |                           |                |                      |
| 1920s     |                           |                |                      |

**b) Write down a short description of the role of women within the society based on the research you have undertaken above.**

**c) 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.**

**a) For the decade 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**

**b) What message are these adverts communicating to men, and what attitudes are they legitimising?**

Sexualised masculinity can also be found within the Time Tunnel, identify two examples below

Decades

Product/ Advertisement

Decades

Product/ Advertisement

b) What message are these adverts communicating to women, and what attitudes are they legitimising?

**3.** Within the twelve decades represented in the Time Tunnel we can trace Women's liberation and the growth of subversive, youth subcultures.

a) Using the timeline below, pick out three points in the representation of femininity throughout the Time Tunnel. Consider domestic norms, wartime challenges, suffrage to girl power.

1

2

3

b) Create timeline of represented masculinity below, considering alpha male imagery and a more fluid view of gender norms within 60s and 70s subcultures.

1

2

3