



LOYALTY

THE NEW FRAGRANCE FOR MEN

Grooming adverts for men

An Introduction to
Representation

Study the next slide, how
are men represented in
these adverts?

You may wish to
use the term
stereotyping

Consider race
and sexuality

You will know about connotational and denotational meaning from studying GCSE English:-



What is the denotational meaning ?
What is the connotational meaning?

Semiotics – understanding signs



- Roland Barthes developed a theory about how codes have developed meaning in society.
- He divided his codes into 5 categories; hermeneutic/enigma, proairatic/action, symbolic, semantic and cultural codes.
- **Cultural codes** rely upon context to understand and this is the code we will be focusing on today. These are signs we have learnt through our culture hold certain meanings.
- **Look again at the adverts, what cultural codes can you identify?**

Has the representation of
men in grooming products
changed over time?

Look at the next slide of
images



To what extent
do advertising
campaigns
contribute to
rigid ideas about
masculinity?

WHAT IS TOXIC MASCLINITY?

**Masculinity becomes toxic
when men feel they need
to conform to rigid gender
norms, which include:**

- Acting like a bully to maintain a constant competitive advantage.
- Avoiding losing at all costs.
- Restraining one's emotions, except for pride and anger (which are the only "acceptable" masculine emotions to express).
- Showing strength and aggression in moments of conflict.
- Being dominant over women and other men (which is typically displayed through microaggressions).

Watch this
advert, how
does it
attempt to
deconstruct
ideas about
masculinity?

Gillette 'The best a man can be'

<https://www.theguardian.com/world/2019/jan/15/gillette-metoo-ad-on-toxic-masculinity-cuts-deep-with-mens-rights-activists>

Homework task

Create an advert for a grooming product aimed at men. Your challenge is to deconstruct ideas about masculinity.

Think about:-

- Diversity
- Ideas about gender
- Heteronormativity
- Brand values

1. Your advert should be a single page of print for a magazine.
2. You must use original photography
3. Create your own brand
4. Include a 350 word explanation of how you have tried to deconstruct stereotypical ideas.

Here is a company challenging ideas
about gender in hairdressing...

barba

STRANDS
FOR
TRANS 

The look inspired by the trans flag | Complimentary at Barba, June 21 to 22 | strandsfortrans.com

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ABOUT STRANDS FOR TRANS

A HISTORY OF REJECTION

Haircuts are historically gendered: Salons for women. Barbershops for men. This leaves the trans community feeling uncomfortable, unwelcome and unsure.

A FUTURE OF ACCEPTANCE

Strands For Trans is bringing gays, straights, women, men, *anyone*, together to create more trans-friendly barbershops and hair salons. Join in and let's help this community feel welcome.

