

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



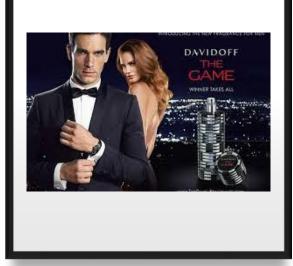
- Roland Barthes developed a theory about how codes have developed meaning in society.
- He divided his codes in to 5 categories; hermeneutic/enigma, proairatic/action, symbolic, semantic and cultural codes.
- Cultural codes rely upon context to understand and this is the code we will be focusing on 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 MASCULINITY?

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...







ABOUT STRANDS FOR TRANS

A HISTORY OF REJECTION

Haircuts are historically gendered: Salons for women. Barbershops for men. Thi 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.