

Youtube Link: <https://youtu.be/J89rxgdhaaU?si=XjIcHwLPzihadLvs>

Title:

VINTAGE 1955 CHEER DETERGENT - QUAIN 1950s HOUSEWIFE WITH A PERFECT HOUSEHOLD (FANTASY WORLD)

Date of Observation: 29th December 2023

Semiotic Analysis:

Field Notes	Analysis
Woman's thoughts and feelings narrated by a man	Acoustic code - dynamic, women's opinions can only be aired by men
"you have to wash it" x2	Acoustic code - no choice, expectations
Cheer whitens "dads fine white handkerchiefs"	Sartorial/colour code: white = "symbolic of 'cleanliness,' 'purity,' or 'innocence,' but dark of 'uncleanness,' 'impurity,' or 'corruption'" (Sebeok, 2001, p.11) - any dirt represents corruption
"its a pleasure to put dads good shirts away"	
Cheer makes them whiter - not the women doing the washing, credit is not given	
The woman's face is never in the picture when the product is advertised - only when footage of tidying up or mistakes being made	
Woman wipes any specs away - clothes have to be spotless for her husband when put into the draw	
Smiling when things are clean and perfect	Symbolise beauty
Surprised facial expression when dog gets on bed - but this doesn't last long	
Clothing choice - practicality? young girl mirrors mother	
About making things "perfectly white"	
Flowers in front of mirror and on table	

(All citations found in bibliography)