

Youtube videos

Video link: <https://youtu.be/jY-AZKPxAsg?feature=shared>

Title:

1950s Housewife Vacuums Everything

Date of observation: 29 December 2023

Semiotic analysis:

Field notes	Analysis (codes etc.)
joke at the beginning (she finds a coin when using vacuum)	gestural code: smile at beginning: cleaning is a pleasant activity (and housewife should be happy)
facial expressions	acoustic: calm, relaxing, melodic music with predictable rhythm suggests that cleaning is something light-hearted, easy, fun
clothes suitable?	
makeup	acoustic: woman is soft-spoken, suggests she is calm, easy going (and that's what's expected of housewives according to the ad)
jewelry (pearl necklace)	spacial code: home/ domestic area is place for women