

Posters

Date of observation for all three posters: 30 December 2023

Poster link: <https://www.flickr.com/photos/143162939@N08/26488501363/in/photostream/>

Notes	Codes and signs
white clothes	sartorial/colour codes - colour symbolism: white = "'cleanliness,' 'purity,' or 'innocence,' but dark of 'uncleanness,' 'impurity,' or 'corruption'" (Sebeok source)
makeup and hair is done	Makeup: one needs to be beautiful (even) when cleaning
exclamation mark	Exclamation mark: excitement, energy

Poster link: <https://www.pinterest.de/pin/457959855871996045/>

name = joy Housewife is surprised by/ shocked by quality and results of the product (portrayed as slightly naive) "Washing dishes the fastest way possible" ->products make cleaning quick and easy	colourful font symbolises something fun, potentially childish (cleaning is fun, easy) (also see use of exclamation marks and the word joy itself) Gestural: open mouth, eyes wide open, eyebrows raised = surprise/ shock
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Poster link: <https://www.pinterest.de/pin/543668986239941767/>

takes the credit from the women (Quix does	
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<p>all my household cleaning jobs)</p> <p>housewife portrayed as slightly naive (doctor had to make her aware of health risks of what she was doing)</p> <p>man is only present to see the result but not for the actual cleaning</p> <p>makeup and lipstick</p>	<p>one needs to be beautiful (even) when cleaning</p>
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