

Youtube Link: <https://youtu.be/k7567FAzcdQ?si=bMas-Q-xCVZAhZjA>

Title:

The Good Housewife "In Her Kitchen" (1949)

Date of Observation: 29th December 2023

Semiotic Analysis:

Field Notes	Analysis
<p>Title - 'The Good Housewife "In Her Kitchen" (1949)'</p> <p>black and white video</p> <p>begins with monotone woman's voice - instructional video</p> <p>woman's face is often not in frame</p> <p>she has a slight smile when discussing steps to follow</p> <p>man speaks out of frame - woman shocked</p> <p>woman backs away as man gets closer, man is closer and has back to camera - shows her facial expression not his</p> <p>man has hand in his pocket - his voice is enough</p> <p>'...would be a waste of time for my missus' - man/husband speaking <i>for</i> his wife</p> <p>'...havent all got places like this, you know.' - he alludes to her education or lack of (perhaps she is a higher "class" women or perhaps not)</p> <p>man puts fists on table and leans over + 'you ought to show them....' + '...me and the boys have organised it for you'</p> <p>camera flips and now can see man's face but not the woman - focus and narrator (one leading video) has changed</p>	<p>linguistic code - "Her kitchen" but man takes over - no longer hers but his, women do not even have authority/control/power over their "workplace"</p> <p>spatial - uses her knowledge without often crediting her presence</p> <p>spatial/gestural code - demonstrates power and authority of the man and fear of the women, suggests she has a place (below the man in the chain of hierarchy) or at least not at the centre of the screen/kitchen</p> <p>linguistic/acoustic code - the wife he alludes to is never present and cannot defend her beliefs, he speaks for her - power and authority, and the weight the mans voice carries - here he is the vessel through which she can speak, she has no individual voice.</p> <p>linguistic/acoustic code - challenges her knowledge</p> <p>acoustic and gestural - instructive, forceful, power play and assertive, telling her how to do her "job", undermining her knowledge and choices for the video</p>

<p>hair done up, earrings, neat bow in her apron - kitchen appropriate clothing - perhaps she is very knowledgeable in the area</p> <p>tells her to take a seat while he ... 'I'll show you how my wife does the job'</p> <p>'just you watch'</p> <p>'that looks more like a real kitchen' - implies women does not know what this is - undermines and undervalues her skills -irony of a man's kitchen -suggests hers is not up to his standards -paints the women as a bad, inconsiderate, un-educated person -teaching her - links to her education again</p> <p>camera flips back to the woman and cant see the mans face</p> <p>womens hands can always be seen but mans are almost always in pockets - to a women they are an instrument, a man does not need to use them to articulate etc?, always have to see where her hands are</p> <p>the second kitchen gets built by the men really fast (granted there were a few of them) but takes the women ages to organise and explain the first kitchen</p>	<p>suggests dominance and state of hierarchy</p> <p>spatial code - leader and ownership change - her power is easily seised - the fact she cannot do anything to challenge this is reinforced by her sitting down</p> <p>sartorial - alludes to her knowledge, wealth, and experience that is never credited and instead undermined in the video</p> <p>Gestural - irony of woman sitting down, irony as typically the man watches whilst the women is in the kitchen - reversal of gender or "job" roles, loss of authority and credit</p> <p>linguistic - undermines her intelligence, and undervalues her skills - standards and a man centric outlook</p> <p>gestural - women must always act proper but man is allowed to put fists on table, hands in pockets, walk in-front of camera, etc</p> <p>suggests either men can do things faster and better or that the womens "job" is easy embarrassment</p>
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(All citations found in bibliography)