

4 Women's Time, Time for Change

Are chores gender equality's ultimate frontier?

1 Gender issues and humour



- A. Describe document A. Say what its aim is and who it targets. Justify.
- B. Describe cartoons B and C. Sum up the situation in each cartoon.
- C. How do these cartoons tackle gender stereotypes?
- D. Read the *Cultural facts* p. 67 and relate the information with the documents studied. Are chores gender equality's ultimate frontier?

A

THE SATURDAY EVENING POST
March 5, 1949

"Girls, it's simply a matter of timing"

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"Magic Chef" vintage advert, USA, 1949