

In her show of independence and power she graffiti's goodbye on her boyfriend's wall. The act of graffiti challenges the dominant version of femininity. In contrast she uses red paint, symbolising love and being sexy, ~~traditionally~~ reinforcing the dominant version of femininity. The colour of the add convinces readers (predominantly female) that with Cubotiles products you can be sexy and independent which would appeal to most younger women. ✓

As well as the objects positioning in the room the objects themselves construct and reinforce the dominant version of masculinity. The males possessions are strewn ~~mess~~ messily across the room with junk everywhere. This creates the dominant version of masculinity and shows the reader that the female presented doesn't need a "typical" male to survive.

The ~~the~~ Language used in the Caboodles ad is used subversively to demonstrate the dominant version of masculinity and ~~to~~ to challenge the dominant version of femininity. That is, language such as "Remember, the most important part of any relationship is communication." re-enforces the dominant version of masculinity. The ad shows the female fed up with the male not listening and decides to take more drastic measures to get her point across. Excellent

This language combined with the actions of the female further creates an image not normally associated with the typical female. The graffiti, ("Good-Bye") written by the female ~~and the graffiti indicates that she is fed up with her relationship the lack of communication in her relationship~~

The graffiti (Good-bye) written by the female and the language used within the ad ("Remember, the most important part of any relationship is communication") ~~does~~ challenge the dominant version of femininity. That is, the female is portrayed as not happy with the lack of ~~communication~~ communication with her partner and decided on an alternative method (ie the graffiti) to get her boyfriends attention. ✓

Excellent The slanted camera angle is also used to dismiss the dominant version of femininity. That is, the female presented is not your typical female and therefore ~~therefore~~ the ad is not using a typical shot. The camera angle also allows the reader to see that she is on her way out the door and out of his life, ~~which~~ which challenges the dominant version of femininity (being strong & independent)

Through the use of techniques such as language, colour, juxta position and camera angles, the ad carefully positions the reader into perceiving the

Advertising Assignment

The ~~subordinate~~ advertisement challenges the dominant version

desired versions of femininity and masculinity. The female is presented as independent and powerful, an image that most females in the target audience would want, which should sell the subordinate products.

Great. 8/10