Advertisement Assignment The (aboutles) advertisement both challenges and perseaved by society. That is, the female presented is portraged as independant, powerful and invention. However, she also displays many traditional "aspects of the dominant version of feminity. In her show of independence; the grafti to justition in red paint. These versions of feminintly the constructed through the use of whom, camera Tangles, and justa obsition and language Goodlutro In her show of independence and power she graflitis goodbye on her boyfriends wall. The art of graflitis challenges the dominant version of ferministy. In contrast she uses red paint. symbolising love and being sexy traditionally renforcing the dominant ression of femonty. The whow of the add convices readers (prodominantly) female sexy and independent which would appeal to most gaunger women. and some of the second The positioning of the objects is also very Emportant in the context of the advertisement. That is, the female is on her way out of the soon after graffiting "good-bye". This lindicates she is in controll of her own tipe and is making her our decisions concerning he life. The independent image portrayed to redders challinges the dominant version of ferminity.

As well as the objects positioning in the room the Coolobjects demselves construct and renforce the dominant version of musulinity. The males posessions are stron weres messily access the room: with junk everywhere. This creates the dominant version of mustalinty and shows the reader that the Semale presented I doesn't need a 'typical' male to

he Language fised in the Caboodles ad is used subversively to demonstrate the dominant version of masurlinity and to challenge the dominant version of leministy. That is, language dominant version of leministy. That is, language such as Remember, the most important part of any relationship is wramunication: "re-enforces The idomnant version of musculinity. The ad shows the female led up with the mate not listening and decides to take more drustre measures to get her point nerwss. Excellent This language combined with the actions of the lemale further creates an image not normally associated with the typical lemaly the state graffiti.

("hood-Bye") written by the female indicates that
whe is led up with her relationship the tack of communication in her relationship The quilliti (Good-byi) written by the lemale and the language used wishin the ad l'Remember. the most important part of any relationship is communication") demos challenge the dominant version of femminity. That is, I she female is portrayed as not happy with the lack of word communication with her partner and decided on an alternative method (ie the graffiti) to get her boy friends. attention V

The slanted camera angle is who used to that is, dismiss the dominant version of lemininity. That is, the female presented is not your typical lemale. and therefor desit the addisonat using a typical shot. The camera angle atso allows the reader to see that she is on her way out the door and out of his life, And which stallenges the dominant version of femininity (being strong & independent).

Through the use of techniques such as language, whom, juxtu position and corners angles, the ad usefully positions the reader into perceiving the

Advertising Assignment

The Sabouther advertisement thattenger he dominant

desired versions of femininity and masurlinity. the The female is presented as independant and powerful, un image that most lemales in the target, undience would want, which should sell the cubordes products.

areat. \$/10.