Description

- Include a minimum of 3 credible sources (academic peer reviewed articles, articles from reputable news agencies, related book and magazine sources, other forms of academic writing) to support your answers and perspectives to the following questions. Please include these sources by making reference to them as in-text citations within your essay and include a works cited page with your essay.  No social media posts, blogs, or sources that do not employ an editorial or peer review process before being published online.  Guiding Questions to frame your essay: Answer all five of the following questions below to help guide you in your critical review and analysis of the film. Incorporate your answers to these in an essay form. In other words, do not copy/paste each question and answer separately/individually.  Rather you should write this in paragraph form and in an essay format.  That said, much of your writing will combine questions and read like parts of a novel or like an argumentative essay with seamless transition sentences.  Remember to fit your essay into the 750 to 1000 word window.  1. Jhally points out that the character Pat from Saturday Night Live tells us something revealing about gender. What do you think he means? What do you think this character or other media displays reveal about the way we define gender? 2. Goffman refers to a phenomenon in advertising he calls self-touching – where models are shown with their hands touching their shoulder or face, caressing their neck or appearing to hold up their apparently delicate bodies. What is the significance of this? Why does it matter? 3. Why do you think these bizarre contortions and postures are seen as desirable in the world of advertising? If ads are designed to persuade an audience to purchase something, why do you think this pattern of portraying women in positions of subordination helps sell products – to women? 4. Can you think of movies or TV programs or even video games where female characters are portrayed as helpless, unaware, emotionally unstable or losing control, while the male characters are portrayed as in control? 5. Do you think these gender codes in advertising have any real effect on how we see each other? How we interact with each other? Do you think they affect your own life? Step 8: Upload your essay as Microsoft Word document (.doc or .docx,) filetype to this assignment page only.  Please do not submit a .PDF or .Pages file type. Essays will not be accepted via email. Please contact me if you have questions regarding the content or instructions in this assignment. Don't have microsoft word? Go here to set up your free student account to Office 365: https://www.microsoft.com/en-us/education/products/office  (Links to an external site.) Film Overview: The Codes of Gender applies the late sociologist Erving Goffman's groundbreaking analysis of advertising often found in print magazines to the contemporary commercial landscape, showing how American popular culture reflects, and in turn shapes, normative ideas about masculinity and femininity. UMass Communication professor Sut Jhally explores Goffman's central claim that gender ideals are the result of a ritualized cultural performance, uncovering a remarkable pattern of masculine and feminine displays and poses. Jhally looks beyond advertising as a medium that simply sells products, and beyond analyses of gender that focus on biological difference or issues of objectification and beauty, to provide a clear-eyed view of the two-tiered terrain of identity and power relations.