

Language and gender

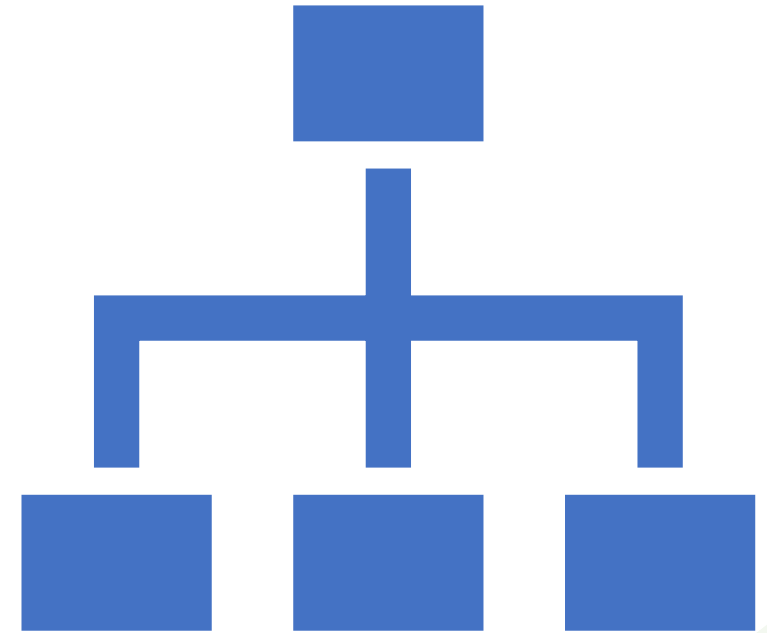



Graphology


- ‘Women are disproportionally represented as sex objects rather than as mothers and wives..... in passive and supportive roles, and as victims. Men are overwhelmingly depicted as strong, independent and sexually confident.’ (Litosseliti 2006:93)

Language

- 'Get what you've always wanted'- imperative, informal colloquial. Almost repetitive of locker room talk between men. The actual writer possibly creates an ambiguous meaning for their assumed reader- what do you think this ambiguity is??
- A number of imperatives used throughout the text. The real writer has power over the audience as they are directing them what to do



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- Hegemonic masculinity (Connell 2005) discusses the concept of the social construction of gender and the gender hierarchy in which the hegemonic man holds central positions of power in society (https://tigerprints.clemson.edu/cgi/viewcontent.cgi?article=3680&context=all_theses)



Rhetoric (persuasive language)

- Repetition great grooming action
- Great- evaluative adjective
- Grooming- present participle- present tense ongoing verb- these could position the audience to believe that men who are using this now and experiencing the benefits



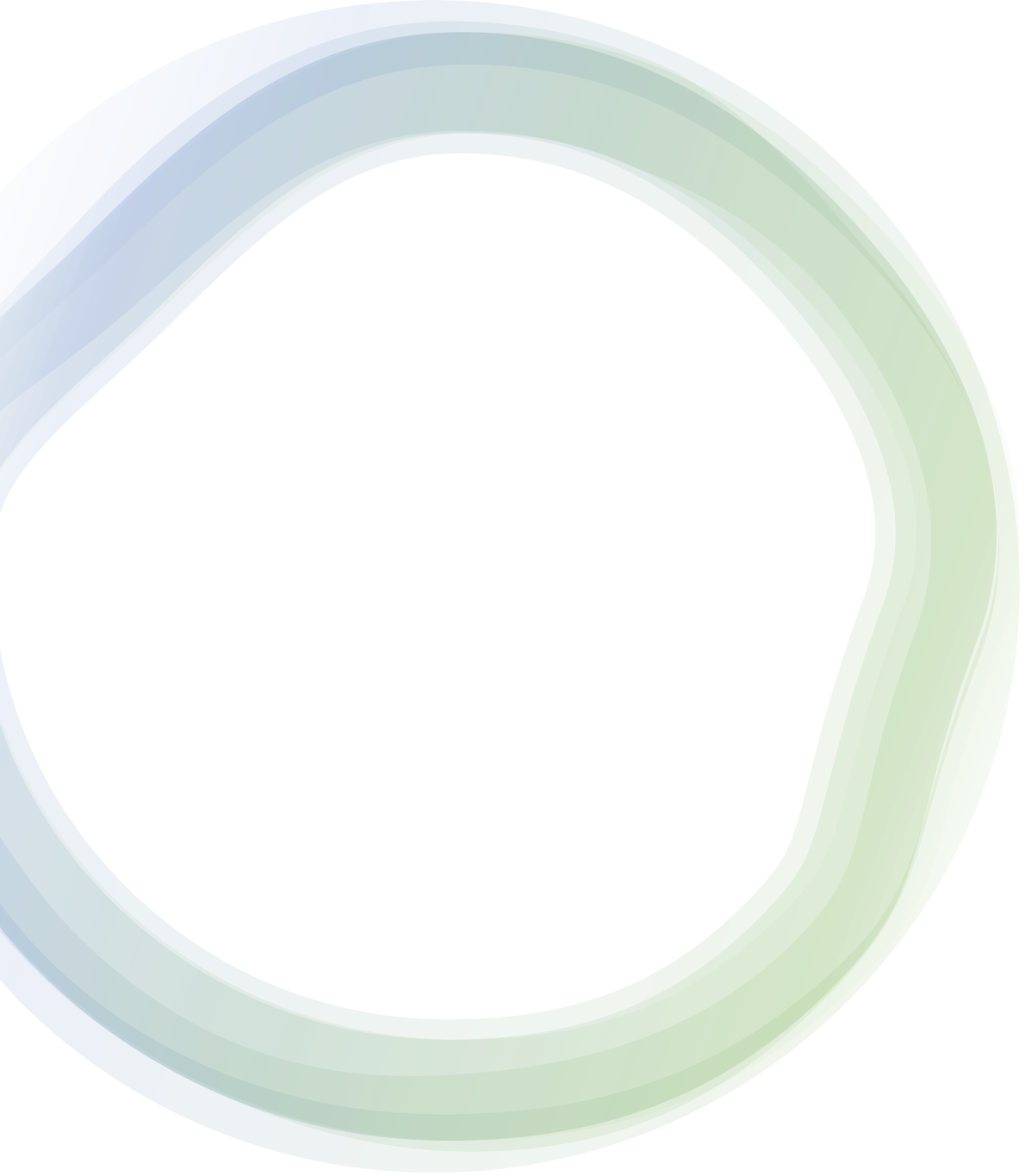
Language change- Semantics (meaning of words)

- 'Score' pejorative meaning- even the product itself could be interpreted as an imperative
- 'Grooming' has pejorative connotations- linked to image in the advert



Discourse analysis

What language and images is used to show masculinity throughout the advert?



Images

Man with a gun

- Surrounded by women
- Hunting for prey?

Language

- Score
- Imperatives
- Masculine
- Scent- almost animal like