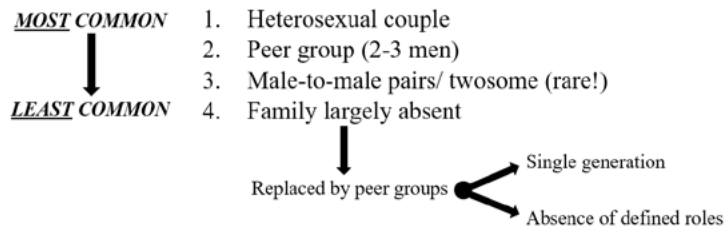


Promotional Culture, Wernick (1991)



THIS MEANS: Audiences can identify with adverts at will – finding their own meaning relevant to their own lifestyle/ roles


Wernick identified the changing representations of masculinities and the changing role of men. Men were becoming more involved in actually buying things, and more products were being directly marketed towards men as a group (in particular personal care and leisure products). Men were no longer seen as the sole breadwinners within a family context, and were no longer automatically predominant in public life. These changes reflected in the ways advertisers approached masculinity. By the 1990s, there was a greater ambiguity in the images that consumers were offered, and audiences could take a negotiated reading (Hall) where consumers could read the adverts from a variety of viewpoints depending on their own lifestyle choices. Wernick also identified that the way in which men were represented with others indicated a change in the perception of gender.

The perception of male sexuality has also evolved. In sexual relationships men were being seen as 'the prey' or 'the partner' (gazing at women), rather than 'the hunter', and a wider range of sexual lifestyle choices were acceptable. Previously, Wernick identifies, the male role encompassed power and activity whereas the female role was passive, expressive and dependent. Today, men and women occupy equivalent, if not identical, places in the world.

The Sexual Continuum...

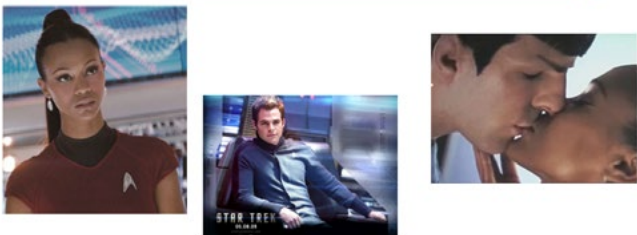
1960s Captain James T Kirk would objectify Lieutenant Uhura – and he did! Lieutenant Uhura will allow this objectification as she is conforming with the dominant ideology of the time...

OBJECTIFYING → **OBJECTIFIED**



2009 Captain James T Kirk might objectify Lieutenant Uhura, but will not get the flirtatious response that 1960s Uhura would have been subject to. She will objectify others.

OBJECTIFYING ← **OBJECTIFIED**



Activity

Activity section with a list of bullet points.

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