

CSP Revision Booklet – OMO detergent advert

1. What was the role of women in the 1950s?

.....
.....

2. What was the role of women in the 1950s?

.....
.....

3. At the time the OMO advert was made, the advertising industry was dominated by men. What are the gender stereotypes perpetuated by adverts at this time?

How are women portrayed:

.....

How are men portrayed:

.....

4. Who is the target audience for the OMO advert?

.....

5. To what extent is the advert aspirational for many women at the time?

.....
.....
.....

6. What is Propp's narrative theory?

.....
.....
.....

7. Who is the hero of the advert?

Explain your answer:

.....
.....
.....
.....
.....

8. Todorov has 5 stages to his narrative theory:

1. Equilibrium
2.
3.
4.
5. Equilibrium again

9. What is equilibrium?

.....
.....

How does this slogan create a positive tone?

Why is the woman looking directly into the camera?

What does her expression connote about the product?

Why is her hair and makeup feminine and typical of the 1950s style?

What does the blue and white colour scheme suggest?

What does her clothing, and the way she is wearing it, connote?



How does this quote align to stereotypes of the time?

Why is the product image clear and large on the advert?

What mode of address does this create?

Exam Style Questions

Media Language

1. What are the connotations and denotations of the various signs that make up this advertisement?
2. How do elements such as layout and design, typography, body language and use of language contribute to the meaning of the product?
3. Messages and values are clearly different to those found in modern advertisements, but how are these messages and values communicated by the signs, codes and conventions used in this advertisement?
4. How effective is media language used to create a persuasive message?
5. How does the combination of elements in the advertisement contribute to a narrative?
6. How does the media language used here position the target audience and how does today's reader interpret these signs differently?

Media Representations

1. To what extent does the product make use of a stereotype or stereotypes?
2. What impression of the 1950s world do you get from this advertisement?
3. Discuss your own interpretations of the representations here. How are these interpretations influenced by your own experiences and beliefs?

Historical, social, cultural and political contexts

1. Does this help you make sense of the contexts influencing today's advertisements?
2. Useful contrasts can be drawn with the two other advertising and marketing Close Study Products. Have political changes played a role in the developments that have made this advertisement seem outdated and unusual, especially in terms of gender representation?