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?	
E. To what extent is the advert assirational for many women at the time?	
5. To what extent is the advert aspirational for many women at the time?	
6. What is Propp's narrative theory?	8. Todorov has 5 stages to his narrative
	theory:
	1. Equilibrium
	2
7. Who is the hero of the advert?	3
Explain your answer:	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? OMO makes whites Bright!

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

"This'll shake you, Mother!
Fancy saying all washing powders were
the same! Vou can't say that any more—not
after you've seen Omo-brightness. Whites
boiled with Omo are more than clean and
white. They're bright. Actually bright!"
Yes, the's night about Omo. This wonderful new

This exciting new One-brightness puts ordinary whiteness completely in the shade. Many powders get things clean and white. Ome does this—and much more. Ome-boiled whites are clean, white and bright as well! Yes, beilliantly bright!

and bright as well! Yes, beiliantly bright!
Today millions of women insist on this extri
Omo-brightness, every washday. One packetand world be so Orno for too!

OMO adds Brightness to whiteness

How does this quote align to stereotypes of the time?

What mode of address does this create?

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

Exam Style Questions

Media Language

- 1. What are the connotations and denotations of the various signs that make up this advertisement?
- 2. How doe 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 sterotypes?
- 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?