



A discourse analysis using feminist strands of thought to analyse advertisements

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ABSTRACT

This research used different feminist strands of thought to analyse a selection of advertisements. The adverts were chosen from the fashion company Dolce and Gabbana and were selected for this research as they have been complained about for several reasons. This research drew upon several different methodological techniques from within Discourse Analysis; a Goffman analysis was conducted on the advertisements so that comparisons could be made between how women were presented in the 1970's and today. Significant similarities were found from this analysis, however the one of the advertisements played with the idea of 'gender bending' and questioned the interactions men and women had within society.

Further to this, semiotic analysis and critical discourse analysis was used to aid the analysis from different feminist perspectives. This allowed a deeper understanding of the materials to be obtained. Due to restraints of the research three strands of feminism were applied (Liberal, Radical and Post Feminism), these were chosen as they have differing ideologies and lent themselves to diverse readings of the images.

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| KEY WORDS: | FEMINISM | DISCOURSE ANALYSIS | GOFFMAN ANALYSIS | SEMIOTICS | CRITICAL DISCOURSE ANALYSIS |
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Introduction

This research is based upon using feminist strands of thought as a means of analysing advertisements. Therefore the background research will be split into two – feminism and the presentation of gender in adverts.

Feminism

What is feminism? This question opens up a highly debated area within psychology; there are different strands of thought depending on who you are, where you are from and what you believe in. Hooks (1984) defines feminism as a movement to end all sexism and sexist oppression. 'As an ideology, feminism incorporates a broad spectrum of ideas and possesses an international scope, one who's developmental stages have historically been dependant on and in tension with male-centered political and intellectual discourse... Feminism emerges as a concept that can encompass both an ideology and a movement for socio-political change based on a critical analysis of male privilege and women's subordination within any given society' (Offen, 1988; 150-151), by encompassing historical, political and social influences as motivating factors behind feminism, this definition is relevant to this research.

This research will be conducted from a Global North viewpoint, this concept states that the North is developed and the South is developing. 'The North – South blocks at the opposite end of the welfare spectrum coexist in a closed system in which they interact and are dependent on common resources' (Yücel & Barlas, 2010; 595). The problem with these terms is that it normalises Europe as the centre and implies the North is rich and developed compared to the South, which is poor and underdeveloped. It is important to note that this research uses advertisements and strands of feminism that have arisen from a Euro-US perspective and therefore feminism and ideas that will be explored have developed from within this context.

The development of feminism has been compared to the "waves" as the 'peaks and troughs of the feminist movement are characterised as following the motion of tidal water' (Pilcher & Whelehan, 2004; 52), this analogy is commonly used in conjunction with feminism and so this approach will be applied in this research. However the "waves" of feminism has been criticised as being reductive (Drake & Heywood, 2003; 61) and this needs to be considered as this research develops.

First wave feminism emerged from the idea that women were concerned about their position within a developing industrial society. This movement had been gathering momentum for a considerable amount time, as in 1792 Wollstonecraft published *A Vindication of the Rights of Women* in which she promoted moral and social equality of the sexes. This has been called 'the most important revolution' within feminism (Thornham, 2001; 29). Nevertheless, this period has been criticised for being white led, as it did not encompass the beliefs of different groups of women.

Second wave feminism marked a turning point as women wanted freedom and emancipation of their own bodies, for example, access to free contraception. Limited

numbers of Black women were already involved in the National Organisation of Women (NOW) (1966), so new groups were created which represented Black, Latina, Native American and Asian women to name a few. These groups 'drew on nationalist traditions through their recognition of the need for people of colour led, independent organisations' (Thompson, 2002; 339).

Third wave feminism is a modern approach through which a new generation of women has embraced feminism. Television is now a forum for female sexuality and shows such as *Sex and the City* incorporate this female solidarity and power (Astrid, 2004). The idea of empowerment has also changed to fit the times and instead of representing the female community, it is now rather individualistic, as women can choose what they want to do when they want to (Shugart *et al.*, 2001; 195).

The different strands of feminism will now be explored, this research has had to categorise feminism to make an analysis possible and so it is the significant differences that are being explored. However, it is important to remember that 'rigid categories can lead to strands of feminism being misinterpreted' (Richardson, 1996; 103).

Liberal Feminism is based upon the concept that everything is equal, sexism is a socialised dysfunction, and women have the ability to achieve equality. This strand of feminism aims to change legal and political agendas on equality; however, a criticism is that society is patriarchal and no matter how independent women become, society's mind set would have to be altered, 'the possibility of a just democratic state depends on finding principles of justice ... that can be shared among people as free and equal citizens' (Rawls, 1996).

Radical Feminists believe that sexist oppression is the most basic display of male dominance; Daly (1968) argues that male values should be exorcised from society whereas female values should be nurtured. Radical feminism is extreme; a militant approach has often been used highlight the opposition within political and social organisations, which are shown to be rooted in patriarchy.

As criticism grew that feminism was white led, the number of groups representing women from different ethnicities also increased. Black feminism is probably the most prominent; Yuval-Davis (2006) developed the 'triple oppression' notion, which is that 'black women suffer from 3 different oppressions ... they suffer oppression as, blacks, women and members of the working class' (p 195). This is related to idea of Intersectionality which is the idea 'that different social and cultural categories intertwine' (Knudsen, 2007; 61), this idea can demonstrate how different groups can weave together but also highlights the differences.

Post feminism emerged from an ever-changing society it was 'not only discovered and defined but in some ways created' (Klatch, 2001; 804). Post feminism deals with the fact that support for feminism had decreased, that anti-feminist opinions had increased, and that feminism was becoming increasingly irrelevant (Hall & Rodriguez, 2003; 879). These factors had compromised the continued growth of feminism, and so post feminism deals with these issues and tries to make feminism relevant.

Essentialism looks at whether there are 'properties' essential to being a woman and to be a woman do you have to possess these properties? Are you anatomically a woman or is it the social characteristics which matter? (Schor & Weed, 1994). These two contrasting ideas have caused many debates within feminism and this will be discussed further in the analysis of the advertisements, as in fashion today androgynous models are often used.

These are brief over views of a few of the different strands of feminism; a more in depth awareness of these strands will be developed in the analysis.

Advertising

Research has shown that in the media there are disproportionate numbers of males to females shown in imagery (Crawford & Unger, 2004) and that women are shown in a limited capacity of roles (Unger, 1979a).

Goffman (1979) published *Gender Advertising* in which he analysed the way gender was presented in adverts. A technique called content analysis was used, it is now considered quantitative as it involves counting the frequency of an event, however both for his research and this research this methodological technique will be considered qualitative. Goffman found that in the advertisements the scenes were mostly every day social situations, Bell & Milic (2002) called this 'hyper-ritualization of social scenes'.

From his research Goffman coined the term *infantilization of women*, which referred to the subordination of women; six categories were identified through which this was achieved. *Relative Size* is when men are larger than women demonstrating their dominance. *The Family* was often presented through single gendered relationships (this category is not relevant to this research). *Function Ranking* involves tasks where the men are delegators and the women followed orders, again demonstrating power. Where women were touching objects *Feminine Touch* was used - women would be seen caressing an object whereas men would be grasping. *Ritualization of Subordination* was when men were depicted as towering over the women. Finally, Goffman theorised that women could symbolically leave the image if a man was there, as they could take over, this was called *Licensed Withdrawal*. These six categories provide a means of studying the way that women are presented. Kang (1997) found that women were still presented in the same way almost 30 years later. It will be interesting to look at whether this is still the case today.

Another area that needs to be considered is the interactions between the models within the advertisements and the consumers. Berger (1972) wrote that when portraying women in adverts both the body positions and facial expressions are equally important. In Western advertisements women often appear self-absorbed but at the same time 'available for our gaze' as a means of drawing the consumer in to the world that is created through the advert (Thornham, 2007). Non-verbal eye contact has been acknowledged as being significant in advertisements (Bickmore, 2004), the larger the eyes of the model has been related to responses of attractiveness and higher arousal

(McKelvie, 1993) so designers have to consider the smaller details when producing adverts. In advert A, (Appendix 1) the woman is staring straight into the consumer's gaze which draws the person in and suggests that they too can be part of this luxurious and elite world being created.

This Research

This research is focused upon using different strands of feminism as a means of analysing a selection of advertisements. For each advertisement three differing views on feminism will be used as the starting point for the analysis. The adverts that have been selected for analysis as the imagery used alludes to activities and crimes such as gang rape, gang violence and murder, which are all controversial issues in society today.

Rationale

The rationale for conducting this research is to look at how women, and to some extent men, are presented within advertisements and to see how feminism views this. Another aim of this research is to achieve a greater understanding of feminist frameworks through conducting a discourse analysis on a selection of advertisements.

Methodology

A qualitative approach is being employed in this research, as an in-depth analysis is required, as different feminist lenses will be used to analyse the advertisements.

Model of Discourse Analysis

There are many different approaches that can be applied to discourse analysis; in this research, a culmination of techniques will be used. Goffman's categories through which infantilization of women is achieved will be applied; however *The Family* will not be included as it is not relevant. Goffman used a technique called content analysis which will be used in this research. Semiotic analysis will also be applied, semiotics is, 'a science that studies the life of signs within society' (Saussure, 1974; 16), this technique considers the visual rather than the verbal, and so will be useful when using feminist lenses to interpret the images. The visual message is usually considered to be subordinate to the verbal, however Kress and Van Leeuwen (1996) argued that the visual is equally if not more important. The other technique of discourse analysis that will be applied is critical discourse analysis, which focuses upon the 'the way social power, abuse, dominance and inequality are enacted ... in the social and political context' (Van Dijk, 2003; 352). This approach allows the researchers to look at the socio-political stances, which are key in this research as the strands of feminism have different stances. A culmination of these techniques will be used to carry out the analysis of the adverts.

Rationale for the Selection of Texts (Appendix 1, 2 & 3)

The advertisements that will be analysed have been produced by the fashion company Dolce and Gabbana, an Italian luxury brand. As well as their products they are also known for their risqué and controversial adverts. The Advertising Standards Agency (ASA) website displays many complaints made against Dolce and Gabbana adverts; the three advertisements that will be analysed in this research all appear on the ASA website. Adverts A and B have both received complaints as they appear to condone and glamorise knife and gun related violence. Dolce and Gabbana defended the theme of the adverts by saying that they were influenced by the paintings by Delacroix and David. The ASA ruled that the adverts were irresponsible as they could be seen as violent. Advert C was banned in several countries; it was seen to be glamorising rape and male dominance over women.

Feminism is varied and can be applied to almost anything; therefore it is useful that these adverts have been complained about for different reasons as it means that varied debates will arise from the analysis.

Process of Analysis

The analysis will be conducted in two parts; the first will be a Goffman analysis, carried out from a non-feminist viewpoint so that comparisons can be made between the way that gender was presented in the 1970's and today. The second part of the analysis will be through three different feminist lenses, and they will be applied to the three adverts. Liberal, Radical and Post feminism have been chosen, as they will provide diverse readings of the advertisements. Liberal feminism is driven by the belief that everyone is equal, underpinning this is the idea that society is shaped in favour of men and so for women to achieve equality laws and social thinking need to be altered. Radical feminism is centred upon the idea of 'sexual based politics' (Cocks, 1984; 29) and male dominance over women is focused around dividing 'women against each other' (p 29). Post feminism arose out of a developing social mentality, a 'double entanglement (which) comprises the co-existence of neo-conservative values in relation to gender, sexuality and family life ... with processes of liberalisation in regard to choice and diversity in domestic, sexual and kinship relations' (McRobbie, 2004; 256). The methodological technique that will be applied at this stage will involve both semiotic analysis and critical discourse analysis.

Ethical Considerations

This research brings to light a different type of ethical considerations as it is qualitatively based. The suitability of the materials used is a concern to as complaints have been made to the ASA regarding the messages being presented, however because of the purpose of this research these specific adverts have been chosen because they are overtly controversial. These advertisements are easily accessed on the Internet and are in the public domain. There may be a risk of personal distress from studying these adverts, however the researcher believes that in society today some of the

advertisements seen are more shocking than the ones being studied. The researchers are at risk from harm from the material; however their personal positioning means that this is highly unlikely. Conversely, if the researchers had experienced knife or gun crime, then their positioning may be different.

Analysis

As there are three advertisements that are being studied in this research, a description of each is provided with the picture in the Appendix (1 – 3), this will provide a basic understanding of the picture and the way that they have been set up. The analysis will be presented in two halves, the first will be a Goffman analysis carried out from a non-feminist viewpoint, and then different feminist lenses will be used to study the adverts - this part of the analysis will draw upon different methodological techniques.

Goffman Analysis (extended analysis Appendix 4)

After analysing the adverts it was found that there are similarities between Goffman's research in the 1970s and adverts produced today. Goffman highlighted six categories in his research, however one of them was not relevant to this research and so was not included, (The Family).

Relative Size

It was found that in adverts A, Band C the men were at a greater height than the women (even if in advertisement B there are women dressed as men), however in advert A because the woman is seated on a chair she is at a higher level than two of the men.

Functional Ranking

In the adverts there are no tasks being carried out per se however in advertisement B it appears as though the woman who is holding the gun has shot the other two people, i.e. as though she has carried out a task. In advert C there is a feeling of gang violence - if this is the case then the men are carrying out the act.

Feminine Touch

The women in all the advertisements have delicate hand positions, in advertisement A the woman's hand is softly caressing the table and her other hand is covering her breast. The women in advert B are being held up and therefore their hands are relaxed, however the woman that is lying on the man is holding a gun and appears to have a strong grip on it. The woman in advert C is being held down and so her hand appears to be bent over as if trying to touch the man, however the image has been cut off and so it cannot be seen properly.

Ritualization of Subordination

This idea can only be properly applied to advert C in which the men are towering over the woman who is lying on her back.

Licensed Withdrawal

In advert C the woman is the centre of the attention from the men and so if she were to leave then the image would not contain the same message. However it could be argued that some of the men are looking at the man and not the woman. In advert B all of the women have averted eye gaze, however one of the women has close physical contact with the male, which Goffman would say means that he is alert and ready to carry out any activity for the both of them (Goffman, 1979; 65).

The next part of the analysis will be conducted through different feminist lenses, and will draw on methodological techniques such as semiotics and critical discourse analysis. The strands of feminism have been chosen for the fact that they will give the most diverse interpretations.

Liberal Feminism

In advertisement A, the woman is naked except for a pair of knee high leather boots. This could be interpreted in two ways - the first could be that she is in control, the boots have connotations of dominatrix styling and the fact that she is naked implies that it is her choice. However, this could also be viewed as the woman is a 'puppet' for the men's games and therefore they are in control. Liberal feminism works upon the idea that everyone should be equal; the fact that the men are dressed and the woman is not adds weight to the argument that the men are in control. The man to the left of the woman is the only man who seems to be staring straight at her, this could imply that he is in control; conversely as the woman is not interacting with anyone in the advert and her gaze is directed straight out of the image, this could imply that she has the controlling influence over the men.

As the men are dressed in similar clothing, it gives the impression of a gang meeting, dressed to create a feeling of unity and anonymity. As the woman is not wearing the same it suggests that she is in a more powerful position to the men, and may even be the 'leader'. This plays with the idea that women are in charge and men follow the orders, perhaps mocking society's gender dynamics. 'The classical liberal feminist view of gender inequality ... is that restrictions have been and continue to be irrationally imposed upon women as a group, whereas men are rationally judged upon their merits as individuals' (Brown, 1988; 463) this appears to have been "flipped" in this advertisement as the men can be looked upon as a collective group and the woman an individual.

In advertisement B, there are blurred gendered boundaries, as there are women dressed as men. There is one man in the image who is looking over a woman, as he is naked there seems to be a feeling of vulnerability and a lack of control, unlike advertisement A. There are three women who are dressed as men, two of whom are standing up whereas the other appears dead on the floor. Both the two standing appear to be holding up women, however the photo has been cut so that it is left to interpretation. The “men” are holding up women and it shows male dominance, as without them the women would have no support. There are gun references in this image, however in comparison to advert A, the woman is holding the gun and not the man. It also appears as though she has fired the gun - this opens the debate surrounding male to female and female to male violence. Straus (1977/78) reported that women and men were equally violent towards their partners, and the term ‘battered woman’ should be altered in favour of ‘spouse abuse’ (McNeely & Mann, 1990). The women in this picture are more dominant than the men, however if the “gender bending” dressing, were to be ignored then the ‘men’ would still be in a position of dominance.

In advert C, there is a graphic message being presented, the man is pinning the woman down onto the floor; her head and legs are turned away from him. Initially thoughts on the advert are that the woman is being raped as there are several men, (dressed to some degree), and one woman being forced down. The opposition of rape is high on the agenda for liberal feminists, as not only is it a violation of women but it is also a demonstration of male dominance over women.

Post Feminism

In advertisement A, the idea that the woman is in control of her own sexuality is presented. The dominatrix style boots suggest that she knows what she wants and how to achieve it. In many adverts women often have little clothing on and sometimes expose their breasts, however in this advert the woman has no clothing on, but she is covering her breasts. This indicates that she is control of her own body, and none of the men have any say in what she wears. All of the men are fully dressed, apart from the one on the floor who has his chest exposed. This perhaps indicates that men should be more conservative than women in society and cover up, especially in today’s society where in some cultures women are expected to be covered from head to toe.

In advert B, there appears to be women dressed as men which opens the debate up upon queering and gender bending, Lorber (1996) asked ‘Why, if we wish to treat women and men as equals, there needs to be two sex categories at all?’ (p145), this idea is explored in this advert. The women are dressed, as men seem to be showing a position of dominance over the other women and all the women are exerting their power over the lone male who is naked, on his knees and looking away from the camera. Also in this image, a woman is controlling the weapon suggesting that she is in control and making her own choices. None of the women in the image are looking directly out towards the consumer; instead they are all appearing self-absorbed. Looking at this through a post feminism lens perhaps the women not looking out indicates that they are independent and all liberated in their own ways that they do not need to interact with others.

The message being presented in advertisement C appears to be contradictory to what feminism stands for, however if you look at the direction of the eye gaze of the males, it has a different message. Some of the men are looking directly at the woman, however a few seem to be looking at the man, maybe suggesting that they are not sexually interested in the woman but more concerned with the man. This aligns with queer theory, as being gay is not often presented in designers' advertisements, however, being gay is seen as a quality sometimes needed to be successful in the fashion industry. Similarly in this image the woman appears self absorbed in her gaze, even though she is being held down her face shows a neutral expression, suggesting that she may have consented and rather than this being rape it is the playing of a sexual game. This interpretation would support the idea that the woman is in control of the situation and is achieving what she wants in life.

Radical Feminism

All the adverts can be seen to contain the message that men are in control and women are subordinate. As already highlighted in the Goffman analysis it can be seen in advertisement A that the men are standing at a greater height than the woman and she is naked which all contribute to the idea that men still have the power to control women. Up until the latter stages of second wave feminism women were still sexually oppressed and 'few women had the opportunity to talk honestly about sex' (Shulman, 1980; 593). Therefore the men have isolated the woman so that she cannot express any anxieties about her sexuality, making her more vulnerable to the men. In advert C the woman is being raped which is the most basic form of female subordination to men. The fact that there are five men and only one woman lends itself to the idea that the men are overpowering the woman and are willing to rape her in order to exert their control over her. The expression on the woman's face and the fact that her body is twisting away from the men leads to the interpretation that she is trying to escape from the man's restraint, however he is stronger than her and she has no opportunity to escape what is about to happen. The other four men that are standing around watching might be waiting for their 'turn' with the woman; gang rape is carried out by two or more men who are a collective, working together to achieve dominance over a woman who is on her own with no one to help her.

In Advertisement B, there are women dressed as men who seem to be holding up and supporting the women who have been shot. The idea that it is the men holding up the women adds weight to the argument that it is men who form the basis of society and they support women. There is one man in the image and he is naked, this is yet another show of male dominance as all the women are dressed with the majority of their bodies covered whereas the man is naked and does not need to be wearing clothes. Even with no clothes on he is able to exert his dominance over women.

This research will be useful to those who are interested in the ways that gender is presented within certain areas of the media; it is also interesting to see how Goffman's findings are still relevant and used today. Does this mean that the way that gender is presented is the same or is it more to do with the idea that the way people perceive

gender and make their own interpretations of images has changed? By this is it meant that, nowadays people are encouraged to make up their own minds about things and voice their opinions by challenging what others believe. In this research the researcher's first impressions of the images is completely different to their views of the adverts now after studying them for an extended period of time and from different perspectives.

Discussion

The aim of this research was two-fold; the first was to obtain a greater understanding of feminism and the different debates that arise out of the varying strands of thought. Also to be able look at the ways that women, and to some extent men, are presented in the media today. Through conducting a Goffman analysis it can be seen that even 40 years later there are some similarities in the way that men infantilize women. The five relevant categories showed that in the adverts the women were portrayed having a gentle, caressing touch which made objects seem more appealing. Furthermore in two of the advertisements the men were depicted as being taller than the women and towered over them. However there were some contrasting findings; for example, in advert B a woman is holding a gun and there are people lying dead in the image, suggesting that she is the one who has carried out the task, rather than the man. Also, the woman in advert A is naked, except for a pair of leather boots. This suggests that the woman is in control as the boots have a dominatrix style, showing that it is the woman who has the power. The findings from this part of the research show that even though there is more gender awareness today and equality is now expected, the hidden message in advertisements does not always align with this. In regards to men, there was much evidence for the male dominance theory, however in advert B there is only one man and he is on his knees naked, showing the vulnerability of the male in the picture and how women have the control. In this image there are women dressed as men perhaps hinting at the idea that even though women are in charge they still have to behave like men, to some extent, to achieve the same level of power that they have.

Following on from this semiotics and critical discourse analysis techniques were used to carry out an analysis through different feminist lenses. Due to restraints of the research three strands of feminism were used to interpret the advertisements, however they all produced different readings. It was found that the message being presented in the advert is dependent on the social and cultural baggage a person holds, for example radical feminists would view advert C as a blatant show of male dominance, however post feminists would look at the expression on the woman's face and perceive that even though she is being held down, she appears self absorbed and as though is in control of her sexuality. The different strands of feminism all lent themselves to different readings of the adverts, thus when creating advertisements, companies have to be aware that different groups of people will be viewing their adverts and they will each produce a different interpretation of the images.

The methodological approach that was used in this research was qualitatively based, this was the best choice in relation to this research, as in depth discussions were needed to develop understandings of the diverse ideas that are presented in the advertisements. Three different types of discourse analysis were implemented in this research, a Goffman analysis, semiotic analysis and critical discourse analysis. The two latter forms of analysis were combined so that the analysis could be carried out through the three different feminist lenses. Ideally a more comprehensive analysis would be carried out which would include Metafunctions, developed by Kress and Van Leeuwen (1996) (developed from Halliday, 1978) and Gee (1999) who wrote about the different areas of reality, which are created when messages are presented. To some extent this was included in the analysis in-avertedly as it is concerned about the different interactions created and the messages being presented.

The overall understanding of the messages being presented in the advertisements is dependant on the lens that is used to view them through. When the researcher first looked at advert C it would appear as though that male dominance is the key message and the Goffman analysis supported this; however when looking at the image from a different perspective (Post Feminism) it opens up the debate of women taking control of their sexuality and controlling men, and also the idea of homoerotic connections, which would not be an individual's first impression of the advertisement. Again, the same idea can be applied to advert B - initially it would appear as though the men are carrying the collapsed women. A closer inspection led to the researcher identifying the 'men' as women, and this makes a one think about society's dynamics, i.e. do women depend upon men or do they rely on other women to help them? The idea of a 'sisterhood' would certainly add weight to this view of the image. First appearances of advertisement A is that the men are controlling the situation using force such as guns to exert their dominance over the lone woman, however, again using a different perspective means another interpretation can be seen. The woman could be the one controlling the situation, and she is in charge of the men who are dressed as though they are part of a 'gang' and she is the one who is different and leading the group.

The interpretation of the images that has been presented in this research is just one of many which can be made. The Internet has become a forum where people can offer their own opinions on different materials. Advert C seems to present a worldwide consensus that the message being presented is that of gang rape. *597censorship.blogspot.com* discusses that idea that adverts A and C present messages of violence and death and have been internationally condemned, yet why is it acceptable for violence and death to be so blatantly shown in movies and video games, and in the world of fashion it is not accepted? The suggested answer is that the fashion industry is expected to be beautiful and be an ideal to try and achieve, and death and violence do not fit in with this.

This research has been useful, as it has enabled the researcher to learn more about feminism and the differences and similarities between a few of the different strands of thought. However, there have also been some downfalls encountered when producing this research; as already mentioned, the restraints of this research meant that there was only space available for three types of feminism to be explored, if this research were to

built upon, then different strands of feminism could be used so that an even greater grasp of the debates can be obtained. Socialist and post-colonial feminist readings would look at race issues which weren't discussed in this research. The advertisements considered allude to a pre-imperialism period, if models of a different race were included then the time period would dictate that these models should be depicted as being lower down the social scale than the white models. Also, only three images were used, in the future this could be extended to look at a plethora of different adverts from different companies so that a greater understanding of the way that gender is presented can be made. Within this, advertisements which include the family and not just male-female relationships would be useful to look at; this way a further Goffman analysis would be possible and it will allow the researchers to look at not only at cross gendered relationships but also same sex interactions and the different dynamics this will offer. This research was focused upon feminism and the debates of the images that arose from that, however there is also a full literature on masculinity and the way that men are presented in the media this could be extended to look at the Queer Theory and different types of interactions - this would be interesting to look at in future research as the a comparison would be possible between the way that men and women are presented in not only these three adverts but many more.

As can be seen, the images initially seem to have negative messages within them; however by looking at them from another perspective then perhaps a positive message about female power and solidarity can be gleaned.

Reflexivity

Gilgun (2010) believes that there are three core concepts that need to be considered when reflecting on a piece of qualitative research, these are; the topics that have been investigated, the perspectives and experiences of the people that are included in the research and the audiences who will study the findings (p 215). This structure will be implemented to look reflexively at this research. To begin with the topics that have been studied in this research are highly controversial; feminism and the presentation of gender in advertisements were the two main topics of interest, however through the analysis several issues were highlighted which were studied, these include, rape, gang violence and murder. The researcher does not have any previous personal experience with any of these issues, however there is an awareness of the devastation that these events can have on people's lives through media coverage of certain events. Therefore, there has to be some degree of consideration for people who may have encountered these issues. The researcher was a participant of this research; they possessed little background knowledge of feminism or the presentation of gender within advertisements and so tried to approach this research with an open mind. Obviously there were some preconceived notions, however these were altered as the subject knowledge grew. An example of this, is that little was known about feminism let alone the different strands of thought and as the research developed it was interesting to look at these different views and how they differ but at the same time how they tackle the same issues. Concluding this research, the researcher now finds the motivating ideas behind feminism interesting and relevant, however there isn't one specific strand of thought that can be identified with fully, as they all have different positions that can be agreed with.

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