

WALT understand how society has changed and the theoretical perspectives regarding society.

WILF To analyse different adverts

To examine different theoretical perspectives about society

Do it now

On your tables list the ways in which society has changed

Task one

Give an example for each idea you have listed.

Task two

You have been given an advert to analyse. Do not share you advert with anyone. On the advert answer the following questions:

What is happening?

Is it sexist? Why?

Who is this advert being sexist towards? How?

Would this ad be ok to publish in today's society?

How does this advert make you feel?

Do you think this advert is real?

Thinking hard

Has society changed since these adverts?





“ Don't worry
darling, you
didn't burn
the beer!”

Schlitz

If your husband ever finds out

you're not "store-testing" for fresher coffee...



*... if he discovers you're
still taking chances
on getting flat, stale coffee
... see he wants you!
For ladies
there's a sure
and certain way
to bid for freshness
before you buy*

Here's how easy it is to be sure of fresher coffee



Look for the "Pressure
Packed" label on a can
& remember: freshness
isn't just a word—it's
a guarantee!

Just do this:

When you're ready to make your coffee, only
use "Pressure Packed" Chase & Sanborn's
guaranteed freshness. It's the one way to get the
freshest coffee ever made!

The coffee you like best!

You can't see an instant hot cup of "fresh" coffee
until you've had it. You can't see an instant hot cup of
"stale" coffee until you've had it. You can't see an
instant hot cup of "fresh" coffee until you've had it.

Here's the payoff!

Now do you give a hot cup of coffee to a
"fresh" Chase & Sanborn in a pressure packed
guaranteed freshness? ... enough for you, please. The
whole Chase & Sanborn family has decided
you can't see an instant hot cup of coffee.



"PRESSURE
PACKED"

Chase & Sanborn



Women don't leave the Kitchen!

We all know a woman's place is in the home, cooking a man a delicious meal. But if you are still enjoying the bachelor's life and don't have a little miss waiting on you, then come down to Hardee's for something sloppy and hastily prepared.





It's nice to have a girl around the house.

Though she was a hard burl, her hair didn't have to live a life of their own. After the look of her **Leggs** stockings, she was ready to have hair with all her hair. That's why styling sure softens the savage heart. If you'd like your own hair to

do it competing, turn up a pair of these heather **Leggs** stockings. Turn on our new automatic, wash-and-wear brand of 85% "Backcast" and 15% nylon—irresistibly wrinkle resistant. About \$13.95 at your favorite store.

Dacron by DuPont

Get yourself a new pair of **Leggs**

DACRON (REGISTERED) IS A TRADEMARK OF E. I. du Pont de Nemours and Company, Inc. © 1977

~~s~~how her
it's a man's world



If your wife ever finds out

you're not "store-testing" for fresher coffee...

*...if she discovers you're
still taking chances
on getting flat, stale
coffee
...we be unto you!
For today
there's a sure
and certain way
to test for freshness
before you buy*



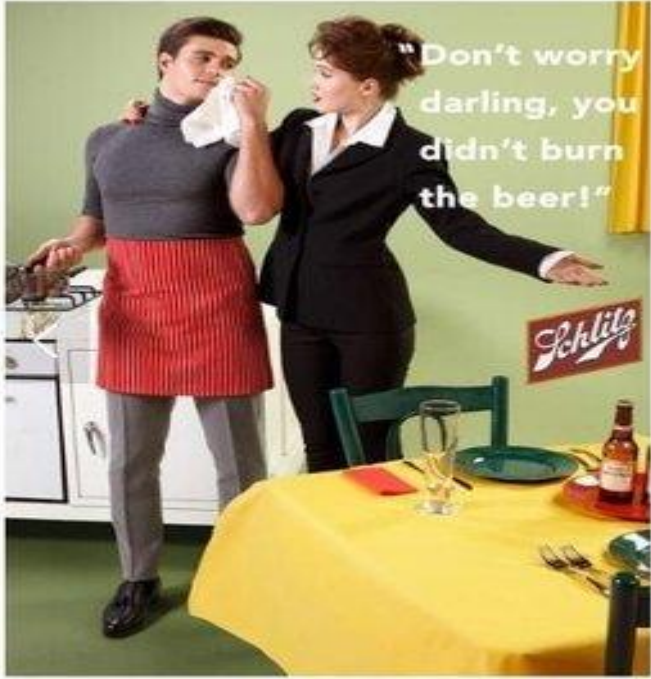
"PRESSURE
PACKED"

Here's how easy it is to be sure of fresher coffee

**Chase &
Sanborn**

**show him
it's a woman's world**







Men don't leave the Kitchen!

We all know a man's place is in the home, cooking a woman a delicious meal. But if you are still enjoying the single life and don't have a little mister waiting on you, then come on down to Hardoc's for something sloppy and hastily prepared.





It's nice to have a boy around the house.

the secret to the look of *Leggs*

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Task three

Now look at the second set of adverts you have been given.

What do you notice about these adverts? Identify key things.

Do you think these adverts are real?

When do you think these adverts were advertised?

Considering all the above, has society come on/developed?

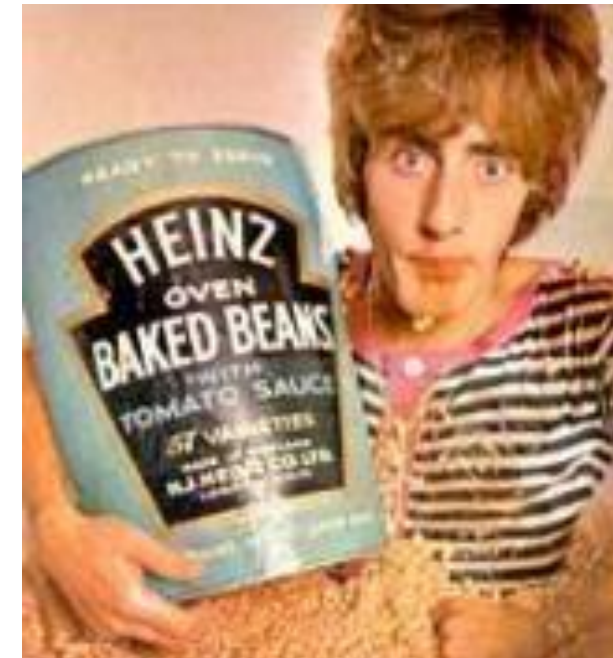
Discuss.

Task four

There are different theories that have different perspectives about society. Your task and your transition work for the first lesson back is to complete the workbooklet.

Thinking hard

Will society ever change?



CORONAVIRUS

STAY HOME. SAVE LIVES.



