

Free gender in the 1950s essay example

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The domestic ideal role of the women during the 1950s was taking care of the house and the husband. They would be in charge of maintaining the house by doing the general cleaning, taking care of the kid and their husbands. In essence they would be responsible for maintenance of the house whenever the husband was away for some duty or any other reason. Advertisement plays a huge role in the way they bring out the roles of the women in the advertisements. For instance, the women would pose as dressed in house cleaning attire such as; aprons and carry cleaning equipment like brooms or brushes. The men on other hand would be dressed like they are from work and they come around to see how their wives have been doing all the day while they were away. Such adverts simply reinforce the way the society expects the women to behave and the men too.

The 1950s image contrasts with those viewed during the World War II in the sense that they are seen as embracing in that they too can do what men can. If men can do the hard work, women can do the hard work too to make ends meet. Since they are able to come out openly and show to everybody that they too have the potential is an indication of the change in attitudes of the people in the society (Judith 43).

The middle class are responsible for this perception since they are the majority in the market and whenever these advertisements are made, they are the target. It means that consumption of this information is eventually responsible for the attitudes that people will have towards the products or services being advertised and by extension how they relate within the society. Therefore, they greatly contribute to the spreading of these attitudes.

Work Cited

Worell, Judith. Encyclopedia of Women and Gender: Sex Similarities and Differences and the Impact of Society on Gender. San Diego, Calif: Academic Press, 2001. Print.