

Essay on the codes of gender: identity and performance in popular culture film re...

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The movie *The codes of gender: identity and performance in popular culture*, directed by Sut Jhally is able to display advertising does not only entail selling products and services, but also sells ideas concerning the environment in which individuals live. Sut Jhally is a renowned media scholar who, in a categorical and impeccable manner is able to display that the commercial culture of advertising employs sensitive issues revolving around gender presentations. Jhally evaluates the body in the printed advertisements while giving reference to Goffman's book, *The Presentation of the Self in Everyday Life*, in efforts to express the manner in which the present advertisements are carried out. According to Jhally, the present day advertisements display a pattern of destructive and regressive gender codes. While considering advertising to be a medium of basically selling services and products and past the gender issues that focus on objectification or biological characteristics, the film offers an understanding of the social construction in respect to femininity and masculinity. More so, it enables the audience to comprehend the manner in which power and gender are connected along with the influence of the cultural norms in advertising. The film has remained relevant to date even though it based on a book that was written 27 years ago. It effectively challenges the existing gender conventions hence becoming an eye opener. One is able to be aware of what was referred to as normal and natural codes. He film appears to be kind of a tribute to Goffman. The film is powerful, fine, well presented, important and remains a critical reflection of the how the media reflects the western culture in advertising throughout the world.