

Both texts highlight the social inferiority of women in the 1950s. "The good wife's guide" (text 1) uses imperatives such as "prepare"; "clear"; "greet" and "listen". ~~These commanding verbs~~ <sup>which</sup> contribute to an authoritative and patronising tone, and suggest that women must be instructed. <sup>in order to hold their place in society,</sup> If they must be instructed, women thus cannot make rational nor appropriate decisions by themselves regarding how to serve their husbands. This shows disparity in society's views on gender roles, and what the genders are intellectually capable of. The space in the frame of the "John Bull" magazine cover (text 2) also reflects this disparity and the social inferiority of women. The subject of the image is the presumed wife, who is standing in the foreground. She prepares food in the kitchen, while her husband, dressed in a business suit, shakes hands with another man in the background. <sup>Excellent way to analyze</sup> The formality of the men's attire suggests that they are business partners, and reinforces the assumption that business is for men and homely matters are for women. The couple is therefore not only physically separated in the image, but also metaphorically separated, which shows the gender dichotomy and ideals of the 1950s. Text 1 also contains a euphemism in the line, "... show sincerity in your desire to please him". This line has a sexual connotation, and suggests that a woman's role is not only to take care of the home and children, but also to cater to any sexual needs her husband may have. Explicitly writing about sexual topics

Instead, pull an example and analyze how that particular example demonstrates the qualities. More close language analysis needed

Good link between texts

Great analysis of the image, especially with their verbs

loopy use of terminology

Not necessary in a paper but focus on the large analysis energy time

was considered taboo in the 1950s, because women were expected to be sweet, innocent and demure, and thus a euphemism was necessary in this publication. The euphemism suggests that a man's needs are far more important than any needs a woman may have, and that a woman should prioritise her husband's pleasure and comfort above anything else. This highlights the social hierarchy in which women held little power and importance. In text 2, women are also shown to have less power in the use of colour contrast. The woman stands in the kitchen, which is illustrated with pastel colours that are often associated with softness and femininity. Meanwhile, the men 'talk business' in the background, which is illustrated with darker oranges, greens and blues. These colours symbolise a more serious and even respectable environment, namely the workplace. Office work requires education, skill and possibly critical thinking in higher positions, and is thus a more respected job compared to being a housewife. The colours in the image suggest that women are confined to their role of cooking and cleaning, and while necessary, is much more unimportant. This again shows the lack of authority that women held and their social inferiority in the 1950s.

good connection to arguments

could be more specific about separation of colours and separation of social roles.

### The Goods

Fantastic, chantel! You've written an excellent analytical + comparative paragraph with plenty of examples + detailed analysis. I like how you have used a range of terminology in your analysis and that you are using the comparative structure effectively.

Very impressed!

### Next steps

- Focus more on the analysis of the examples provided and less on the context of the first period. You especially could have used analysis of an imperative. Closely analyze each example. You do this quite well, but keep

developing.