

Indian Institute of Technology Guwahati

NPTEL

NPTEL ONLINE CERTIFICATION COURSE

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Gender and Literature

By

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Hello and welcome to the final component of this course gender and literature. It covers the military types we talked about in critical theoretical terms we talked about the you know certain keyword in gender theory and gender then we talked about obviously we will study examines on the pretext some very selectively pretext which it shows for a study which were reflected some very complex representations of gender in social situations within political situations there is an ideological situations etc.

So as you know the text which we would covered already they include a shooting in a Lutheran by George Or well how-to documents which is a Conrad to fly the Katherine Mansfield the first text which I did was of course moon ship wrench on certain circularity or the chess players and then of course we did look back in anger most recently which was a very important piece of drama a people care talk which examined the very complex relationship of gender and political identities and a certain kind of political ideological climate right.

So hopefully by this time you have an overview of the content of the goals you have an overview of the theoretical premise of this particular kind of study this particular kind of research gender and the Déjà we have overview of the very complex relationships in society you know identity gender ideology exactly and how these identities correlations as complex entanglement show they are those are mutable.

So these are something which are constructed by certain economic political cultural conditions and obviously whatever can be constructive can also be deconstructed by certain changes in the same position right so talk about how gender is not really an abstract tsunami but a very complex

material phenomenon it is something of the earth are an entanglement in abstraction and materiality because it is been formed in many ways by economy is informed the many ways by some very materials and characters with still configure and reconfigure gender identities.

So what we will do in this particular segment which is a final segment for this particular course we look at how gender is represented in popular culture right so how the very complex identity information is reformations public our job and what extent our determination Reformation to identify it should be identified or examined through the material intelligence of the culture right different suitable economy we talk about the Medina example talk about and a big part of what we do now is looking at other teittleman's and how advertisement is convened how media has consumed how media in turn creates gender identities.

And how gender identities play up in representations in media etc so this in media is something a popular media is something which we convene every day you know sometimes consciously sometimes unconsciously but a big part of what we are a big part of you know what how we behave what we say how we change it so the premise on the way we convene in popular media right in the way we convene from the culture right so we talked about how advertisements address.

And kind of proclamation advertisements address certain kind of sentiment advertisements you know create certain kind of effect an unseemly we spoken a lot on wedding about a very complex relationship and gender and effect which is something which is all directly in look back in anger mostly in other texts which we studied and how in on gender is basically you know very interesting dialoging with effective identities created by effect such as you know emotions all PR reverence you know love etc affective Association affective disassociation exactly.

So you can come together in creating and recreating gender identities so gender of course as you know by now hopefully it is not really something which is out there is the text as the very material text which is premise which is configured by some very material the characters right and what we do in this particular course what you have done the groups of exchange already in this particular course as we have identified an examinee the characters which creates a certain kind of gender identity in certain kind of cultural climate there is no such thing as lead gender identity as an OVA now there are different kinds of gender identities which obviously privilege

their premise on certain cultural conditions their contingent on certain cultural conditions their per formative.

And obviously they are reliant on a very limited identity information and great information okay so having given you this sort of a preamble will now move into what we will do in this particular course the last segment of it that is looking at advertisements so advertisement as in or before I move into a dive into the sudden the specific advertisements which we will look at in this particular segment advertisements as you know it is basically some kind of up a speculum of consumption as a mirror expecting.

The word speculum means mirror at the mirror for consumption it sort of reflect in a very interesting way sometimes in very uneasy ways the way we have consumed the culture around it right and obviously the wait what consumed away of Connaught it carries connotations of commodity formation it carries connotations for how the human body the human mind the human identity is commoditized endlessly.

And then obviously consumed subsequently in cultural media and popular media and political media etc right so what we will do now is we look at a number you know obviously so no we look at a variety of advertisement but more specifically there are you know some key text that we study and obviously the word text it is you know it is very complex because in are you can use the word text we are talking about literary text were talking about cinema people to cherish your films because cinema advertising music pictures etc.

So anything which come in and write anything which can be examined and then we can plot them should be considered at the text so in a way if you use the definition then if you use a definition in terms of gender studies the first thing the first idea that should be triggered by the definition that gender itself of the text but it is very sexual formation with a very textual good spot along street because of the textual construct its dependent on the context that is dependent on the cultural conditions which produced the right and obviously because it is introduced because manufactured it can also be introduced or manufactured and remanufactured okay.

So gender identity obviously is a replacement per formative identity as you have seen what we discussed very briefly to that the William Shakespeare very complex drama about different kinds of identity formation in a very real so immutable plastic per formative space of gender okay so

advertisements I do not know they are they rely a lot and performativity advertisements they try to produce an effect and they will also try to produce effective identity okay.

So identities which rely on effect which is there are different kinds of emotions different kinds of you know sentiments sometimes the effect the creator deliberately the design deliberately to create sentiments of affiliation sometimes the design deliberately to create sentiments of disassociation moving away sentiments which so Grapple the sentiments which attract to you obviously when you have branding a product when you have branding a commodity when converting an object into a commodity you do it through effect in advertising.

So I'm not going to go too deep in the advertising studies although it is a very rich kind of research lots of excellent books and articles have been published on looking at advertising is that some kind of effective study of certain social situation certain cultural conditions and how advertisements can be used as a very faithful representation of what we can consume how we consume and what is the manner of consumption what is a matter of consumption and why are we consuming what we consume right.

And of course there are other complex questions such as why do certain objects go out of style why do certain commodities go out of style how do certain commodities come back inside okay so what we find some media to even look at advertisement even a very cursory look at advertising reveals that you know when you are branding a promote commodity within branding when you are converting an object into a commodity what you are essentially is doing is you basically looking at the cultural conditions around it.

And then branding it accordingly you are constructing it through sentiments to affect the variety of networks in order to appeal to certain kind of consumer okay now of course what we will find also as a look at this advertisement is there is a very interesting relationship between the effect in advertisements and content we value system right because in other words what we consume is also dependent on the value system what we should consume what we should not consume what is a good for consumption what is bad for consumption.

So this value system the you know the knowledge system of the consumer it is very important when we look at a certain kind of advertisement okay so for instance in our culture which forbids alcohol drinking in advertising alcohol consumption would be a negative advertisement because you know it is obviously independent it is sort of drawing on a model system its drawing on a

model structure and if it is branding a commodity as alcoholic then obviously that would go anathema that is that could be counterproductive because the culture today drinking that culture you know it does not allow that kind of practice that kind of ritual.

So you know you can also do a very interesting anthropological ritual study you know it look at advertising so why is a certain kind of commodities flourish on certain cultural conditions and do not sell at all and certain other cultures conditions right so there are certain cultural conditions with certain value systems which are very uniquely located very uniquely situated at that places right so the space again we come back to the user work space which is something which we did already when we looked at.

And the chef intercalary when we looked at part of darkness when we looked at in a look back in again almost all the text which we covered in this particular course how do how does space create engendered identity so how does base create an effect and how does it affect you know extend onto an identity right which is playful per formative and plastic right and we will look at one particular slide which is from a film you know it is very important as a way interesting forum.

And obviously a very famous film it is called The Godfather directed by Francis Ford Coppola and Lucerne a particular clips on the film at some point later and this last segment of those goals rather look at how the relation between space and gender identity is almost directly related to each other so how did behave in a particular way and a particularly gender in a different kind of place and how they behave quite differently if you relocate it to another kind of space.

So again space is very loaded terms and Gender Studies because spatial identity is very important because it is a certain spaces require a demand a different kind of embodiment right and certain other spaces obviously you know the amount of different kind of environment so this demand for certain kind of embodiment is dependent on the spatial location where I was situated at any particular point of time it is a very complex question but these are questions that you need to engage with if we are to do any subsequent study of gender.

And its representation in society culture and politics at large you know having given you this idea of space affective identity sentiment association this association and how all these things play out together and creating and recreating identities and selling and commodifying identities

which appeals a certain kind of envy mark let us look at a way in which agenda of become so dramatically play for dramatically spectacular and the world of advertisements right because it on its face we were talking about so far in this course how human beings agenda right the house is a certain kind of opportunity because there is a kind of femininity which are contingent on certain political situations.

So you know but did in a certain political conditions that in cultural condition demands a certain kind of marketing and you know likewise certain political and cultural conditions a demand a certain kind of femininity and we were scenes we looked at how she essentially calorie budget franchise with chess players which we studied as from the coast it is a demand whether the relationship between the demand and supply that interrupted because the political condition demand present Gamin opportunity which the people in the story failed to deliver.

And as a result they marginalized and pushed away and in print jump story the die a symbolic death the case you know that that death symbolizes the death of that kind of identity right that kind of gender identity and obviously it faced away it indicates it anticipates a different kind of general identity which is about the enter the space which as we know was when we looked at the story is the British compelled masculinity which is about to enter the space of luck norm and the napkin adherents way out is a feudal involving opportunity you know because of the political changes which have occurred to the war drew comparisons to other kinds of economic exploitation etc.

Okay so phase effect identity consumption all the things are very important and gender studies particularly if you look at representation for gender because obviously the world representation is very important but how do you represent general identities this is not just it is not suffice simply to say that okay this is the way you know gender operates in a particular space if it need to look at the representation on politics.

So how a general represented and how to do and why representations change depending on economy conditions depending on political conditions depending on consumers conditions exceptions okay so these are the things which you have to bear in mind and the other thing which we will be very watchful will look like probably we and when we look at mistakes as case studies of gender is the kind of the politics of spiritual implications right.

So certain kind of gender stereotypes are constructed or corroborated or consolidated and certain kinds of advertisements and likewise in certain other kinds of you know advertising deconstruct those general identity and more importantly which brings me to the very important point which is probably the most important point in this particular job is how even inanimate object since extend pencil enough with the food and the products of food recalls etc.

And on these are also gendered depending on the cultural social conditions and economic relations or something as inanimate you know as a glass milk sometimes something as inanimate as an apple something as in animate as a pen and only things in a kind of gender region de gendered and different kinds of solutions depending of course on the contemporary cultural political and immediate you know collisions involvement okay.

So even inanimate objects and things which not live which not space we should not have any voice things which not I mean quote-unquote matter because they are just inner pieces of matter so you know even those objects nerve particularly when they converted into commodities they become gendered right analyst Lee wants to create a certain kind of gender identity out an object by converted into commodity it is also possible perfectly to in are generate and on be gender and then regenerate and make it with some kind of other commodity which will be bought and consumed by some other kind of culture but some other kind of client field okay.

So again this entanglement between stereotypical occasion and deconstruction of inanimate entities and which become gendered very quickly and these becomes very important with pieces of analysis when look at advertisements particularly in a context of gender okay so what I will do now is I will go through certain advertisements we mainly do three videos you know there are three videos from that should be our question you know and I will mention the videos before I play this videos but for the purpose of giving you a preamble to the other main videos I will play some other videos which will give you an idea of how the CEO types are constructed in general identity how they become important how to become a know sometimes reverses sometimes no consolidating.

And corroborating a very sexist division of gender and of dualism or gender etc so how in a certain kind of advertising is important because it corroborates the dualism and likewise the other kinds of advertising is important because the deconstructed duality okay so in other ways in other ways dualism is a very important factor in gender especially if we look at advertisements as

a kind of representation of politics okay now the first video I would play when I look at in the relationship between you know gender.

And identity it is something which is very interesting and that is the video of a certain kind of alcoholic beverage now obviously as a non-alcoholic beverage it first of all the first thing you need to know about alcoholic beverage is that it is not really a commodity which is universally consumed there are certain kinds and again the reason why I'm playing this because the questions of race class of locations and all these come to being when you look at the gendered politics again we really saw when we read look like mangle by John Osborne we saw how important class is how important races when you look at gender.

Now even this advertisement which advertises a certain kind of alcoholic beverage is very important because not only should we be looking at the division of gender which is also looking at the location of class in the location of race in this particular advertisement because know this is a certain kind of race certain kind of cloth which this advertisement is addressing and within that race within the glass we have a division of gender.

So this is the advertisement which we are playing so the video will be up in a minute and just take a look and then we will discuss it as we move on so okay so what we saw there is obviously very sexist because what it does very clearly it divides the commodities and do a very generous kind of things the resumption that we get in the nor this particular advertisement is that women love shops love shoes and men love beer men love alcohol and women like issues so again we look at the politics of consumption earlier.

So the assumption is then a woman go for certain kind of products because they are feminine and men go for some other kinds of products because the last line so the entire division of masculinity and femininity which is happening not through human beings money but two objects inanimate objects the bottom to be or shoes the legal speak these ingredients have any human gender but you know they are gendered in this particular in advertisement.

And we see many more examples sometimes we come but this brings me to the important point which we started off with when we actually started the school that when I said that gender does not really depend on biology this is exactly what I mean right now there is no biological division over here there's nothing biological about a bottle of beer something biological about shoes listen biological about necklaces because something biological about I do not know motorbikes okay.

But this is a deeply gendered so in other words you know the gender aim of this inanimate object the general commodities do not depend on biology because they do not have anybody to you cannot really say these are an atomically and organically male or organically and anatomically female you cannot say that about shoes we cannot say that about motorbikes you cannot say that about anything really this is a keen on that object but what makes them gender what makes them really complex agenda especially in a very divisive dualistic kind of a way it is a way they represent it okay.

So these you know and again look at the way how representation and affiliation to sentiment happens in this particular advertisement okay so the woman walked into our you know a very fancy wardrobe and a bunch of woman and the water is full of response to shoes and obviously the women are very pleased there I know that scream the joy and they admire the Wardrobe etc and then of course what we see immediately is a loud shriek that the loudest scream and that's because we have seen men who walked into a massive fridge full of beer okay.

And the assumption is men this is a manly thing and not walking into a fridge of beer until the screaming you know as men would and again the way the men express themselves they are the screen more the Shelf more and the windup they are more physical etc etera so again we find only things play together in a very interesting way in this particular advertisement but again you know before I move even further on into the politics agenda noted the way in which the consumer.

And who is a consumer of this kind of product I mean we are not talking about you know very old or very poor you know people from you know somewhere in Nigeria where people do not get any food to eat where people die of cholera and malaria and their different kinds of diseases we are not talking about somewhere in Tibet we are not talking about in or somewhere in deep interiors of Cairo etc or not talking about somewhere in a culture web alcohol consumption is banned the religiously or morally or emotionally or politically it is the kind of people which is C.

And this particular advertisement is the very obviously well we white people who belong and annual fashion world who subscribe or consume an angle section moral system and at the usual convene but deliberately it is a really loaded word because you know the advertisement shows two different kinds of consumption does not it so it shows the feminine kind of consumption

which convenes the shoe the plant issues etcetera and it shows the masculine consumption which is supposed to convene and alcoholic beverage etc okay.

So again even the manner of consumption the politics of consumption the cultural consumption via gender okay and here we see the clientele for this particular advertisement is in a very wealthy white flying tail now the reason why I said is in the beginning it does not take a rocket scientist for you to understand the binary early on so the very obvious exist binary is that men love alcoholic beverage and women love fancy shoes and anonymously we are talking about white wealthy men and white wealthy woman.

So the question of race and class also come in the questions of race and class also come in when we are talking about gender and position for gender and representations of gender in this particular advertisement so it is a very important point to remember because notice from Dmitry studied or discussed extensively when we read look back in anger so how we cannot possibly do a gentle reading of your back in anger without bringing the question of class or imperative or politics or ideology and all that in the context or the place you know this particular advertising by Hanne and no it serves the purpose of collaborating the division between genders right so again and this something which we have been studying from the very beginning of this course.

So if you look back if you go back to French on certain circular E or the chess player that is something which you saw that you know men and exchange a certain kind of space woman say another kind of space and it is really gendered you know men do certain things women do certain other things and the two demo crises cross each other is having a dialogue with each other and that is deeply gendered as well and what we see something similar happening even in the Millennium the new millennium.

So introduces a 2000 and 21 century and even then we have the division of labor the division of consumption in the position of location the very clearly location and face becomes a very important factor because remember this advertisement and the woman walked into a wardrobe which is supposed to be a quote on good female space like the Wardrobe full of shoes so again that the location of consumption the location of the appreciation is very important so it is not as if the men and women standing together and looking at different things the men go into a different things the woman go into another different.

And the look at different object which become commodities by default because of a gauge the way the look is presented so we are the differences in the male gaze and a female gaze but more importantly I know the gate is operated only in a particular site right so the size indicated a female is that of a massive fancy wardrobe I decide in the case of the males the way M is a massive fancy fridge or full of alcoholic beverage again at the size of appreciation the size of articulation and the sight of reception besides of consumption so this becomes very important things in terms of the way we look at gender.

And the way is represented in this advertisement sir and the reason why and I keep talking about race I keep talking boss in a class I keep talking about and of the publication consumption is it because you know you cannot possibly go especially if you are looking at advertisements it cannot possibly diagnose away the location of the consumer we the quality of the consumer of the racial identity the consumer the agency the consumers always becomes very important so this advertisement will not work at all in a climate where alcohol drinking is probably did not work at all in a climate where men cannot afford this kind of drink the woman cannot afford this kind of shoes it will only work.

And it kind of climate and the kind of economic cultural climate where people end to buy these things for people against them in the division so people tend to subscribe to this kind of a commodity culture right the very important understand the location of the consume or the location of a client tale of advertisements are important when we look at the politics of representation especially when it comes to gender and certain kind of advertisement now so this is this was an easy ad and I started off as a TV advertisement because I know it is that typical sexist kind of way in which we say only women go for fancy shoes.

And men go for you know strong and obtain because they are that man lean and women go the delicate tools because that is very fine line that computers very sexist and divisive and dualistic etc there is no you know it is the complete consolidation of commodity difference away right so you know we do not need to be overly aware of the complexities aware it is not a complex at all so I deliberately started off with a non complex ad it is something which we can understand and associate very clearly but what is and it is important what is we are looking at a commodity we are looking at a particular product which is trying to so rebrand itself right which is trying to break away from the erstwhile branding.

So for instance if product X are used to be branded as feminized right now the company or the product manufacturer once you open it up to a bigger wider market now it cannot do it possibly if it contains it continues to return line only if it companies to be consumed by the females only so what does it need to do it needs to actually rebrand their skills in a way in which is open up your board agenda right so we talked about binary the way you write in a very binary Street kind of way it will open up it will appeal to men as well as women it will appeal to all kinds of genders it will appeal to a wider audience that will appeal to you know it will cut across plus.

And cut across political location it will cut across race and cut across all kinds of things right but of course the other thing which you need to remember is that you know if you look at advertisement one thing we will be very aware of a very sensitive to advertisement is every advertising every worker advertisement is embedded in a particular model system okay in a model system where alcohol drinking is forbidden in a moral system where alcohol drinking is frowned upon this particular advertisement will be a disaster right if you look at it on an advertising perspective it is a problem the filmmakers perspective someone is making this film for the ad

And in that particular guys we will not work at all but if we are talking about a culture which is you know very conservative Oh lab it will conservative about drinking alcohol etc again the model system of the consumer the model system is very important and it comes to in a gendered representations especially in advertisement okay now the next advertiser which I play in a minute it does not be more complex and begins to move from very simple sexist dualistic kind of representation to perhaps a more complex representation which you know with asked more questions about them now this particular ad which does raise grade in a popular act up as you know in a very popular no footballer before I played it.

And I play another advertisement which will corroborate you know which we will fill again hammer home the point that you know a certain kind of branding a technical engendering is important when it comes to a certain brand so this is not really an advertisement but it is sort of a little clip which I played which is an extension of the early art which we get solved so just look at it for a second and then we move on to the second advertisement which I will place literally

second clip which you will see which is a very simple dimple extent but it soon as he played so this is how it is.

(Refer Slide Time: 30:25)



Okay so are not you I am it is very simple thing to understand really so what we see away are is a complete example of commoditization so I use the word commoditization quite frequently and I will use it when I look at advertisements in other words which you can use reification which means the same thing to reify something reify why it should to modify something so everything can be converted the commodity with the price track so we saw way up a football up David Beckham who instead of everything bottom in this particular advertisement is a commodity.

So he is wearing a particular objective which cost something is wearing a particular sweatshirt which cost something and you know and again the whole branding is a very males kind of branding so it is an all-male space where he enters you know but the men have complete control where the men have agency where the men have operational skills and their he so get in and displays this superior masculinity to a very per formative act there are all these those things which it did at the beginning of this course not you know mimicry performance of a team identity formation etc agency all these things come together and they observe displays particularly are they embedded in advertisements.

And you only have to look up for it and it is all there so this particular diagram H&M and itself David Beckham in it so it is a very trusting example of commoditization and also per formative

regime because I'm going to look at what happens in advertisement are played again by Meg if you look at it the final shot if you look at you know the final shot in this particular billiard game it is a performative one right if something which is accepted spectacular it is over the top you know no one can possibly do it in a normal circumstances right.

So obviously this is sort of choreographed and meant to entertain you it is men straight fascinate you in a way which is you know hyper real so again the very excessive in a performative quality of you know the act is something just emphasized we do just dramatize so you know it because performative it is excessive it is all the job it is something which happens in a real big way in a very fashionable way and in a very stylized wave etc and that obviously is part of the masculinity package which we see a way out this is only representative in enemy opportunity and a-three privileged nationally because white its welding the racially linguistically economically very privileged kind of general identity that it displays a way out right.

So this is the consideration so this to this particular clip or this advertisement I was in college is essentially a continuation of the earlier one the earlier one has reached dualistic understanding of men and women male and female the male fantasy and the female fantasy the males object desire the female object desire the males kind of consumption the female kind of consumption there is a very binary state devices dualistic kind of a politics of representation which we saw in the earlier Heisman but this one the H&M one started David Beckham.

So it is a continuation of that so it looks at a product you know as a dream male alpha males product so you know it is a kind of design of you know dress it is a kind of a designer system on a meant for men notice remember for hegemonic men so the point is the messages if it were in this product it is a regular kind of threat you are essentially privileged you are essentially in a position of power you essentially in a position of authority and if you want to take all these words together the word which we will be looking for its agency you are in a position of superior and automat zed agency the authority.

And agency are something which are limbs together in this particular advertisement so this is a simple ad as well something which you know is very easy to understand how does it work is very easy to understand why this will be popular and three easy to understand what the product or the manufacture the product is plan to get at little wedges you are a performative superior and on hegemony man right new you are embodying that kind of masculinity now we see another ad

later and that is when we text act and I mentioned that it is a text ad because we can expect questions from it you know in your examination we see that particular ad later we find that you know it is a deconstruct the relationship between commodity in that community.

Now this one the bacon lab it is a establishes the relationship between commodity and naturally if you wear this commodity you are a superior man you already worth to pay the man but you become a most superior man and I'm just for wearing this that is the commodity buttons in this particular commodity okay so the first two advertisements which you have seen today and this particular charm they are so suitable simplistic binary state sexless in a grain you know heavy-handed kind of a way because you know the play on the dualism of man and woman males.

And female etc right because they are talking about products which are definitely belong to a certain kind of gendered locations the document product is a shoes and be of the document product such as in a leather jacket and very manly government and obviously the whole idea is belong with of engendered locations now the next ad which are play in a minute does not be more complex it sounds very popular in an actor Shahrukh Khan in a very interesting angle because you know this the commodity that has been he is been trying things not the assets understand away on through the advertisement to the narrative of the advertisement is not traditionally a male commodity right it used to be gender in a different kind of way this with gender in a female kind of the way now what does implies to do what does advertisement attempt to achieve through this process of recommendation is to rebrand the product.

And are from the very essential as female kind of product and then rebranded something to the next line so the advertisement is that of a fair and handsome queen now fair and handsome cream there is something of are sent phenomenon in the advertising market especially in India because in a prior to that he had an affair and lovely cream he has played the screen so woman because the entire idea was that the only woman who need to look fair the only woman you know who need to look beautiful a men do not lean on me fairness men do not need beauty.

Because that a manly thing to do you know not meaning to the beautiful as manly you know by that particular moral standard now of course what we find with the introduction of the new kind of cream for men need to look beautiful but men need to look fair where many do with handsome it is because you know the certain kind of model system has changed where it is okay for men is

actually desirable for men are to the beautiful and handsome and fair and all the rest refer to a division which was there in earlier and on terms of fairness only woman a meaty effect.

And men tell me whatever that decision begins to giveaway and we have a very complex more complex situation where fairness can also belong to men as well as a woman however this is a caveat and the add anything what I'm trying to get at it cannot possibly say that it is a same kind of fairness right it cannot possibly say this is a famous you know this is the same thing as you know which is desired by the woman so but what it does say instead is that this is the kind of fairness which is just purely meant for men right so in other words if you are using the fair and lovely cream at the old fairness cream that's not going to work because you still right and need to get fair but in a manly kind of a way.

So the product processes that invisible cream which would make you fair because okay if you say it is desirable to be same however the fairness process should be achieved only in a very manly way the manliness of the process is something which is interesting and something which you look at when we study this particular ad so and there are more complex questions is where the depression of in a plot in the question of societal location so what class is being addressed away on what kind of location in a dress away or what are they in location or a rural location what kind of value system is a dress to wear.

So this question was to come it does not remember something I will tell you from the very beginning of this course you cannot possibly look at gender as adverse abstract phenomenon so a non with gender the questions to class the question to identity questions of caste questions of political locations all these people come in a very heavy way and given this particular advertisement does something quite complex and of course a very aggressive way but you know we look at it we are looking at this other text we are looking at all these objects.

So we are not so judging them as progressive or regressive so we are looking at how the different gender scores and it is a very coded system of course so how does recorded quality of gender formation and identity formation so how does this chords play out in this particular advertisement so how are these course recorded right and then of course decoders and recorded and then re-branded and different commodity etc the commodity formation and codification they are very similar processes.

So the process division on to the country commodity is a very codified process and we look at how that qualified process works in this particular advertisement so this is a fair and handsome clean advertisement studying the interactive shell concerts how it goes okay number one awareness script majority okay so as we can see I mean if you really watching this carefully at this very complex text a lot of things are happening in this tape so the first fight of the day is a very rural wrestling arena as a magnum where we have great muscular men.

And probably belong to certain kind of you know society location the practicing Wesleyan etc not enough fancy gymnasium but in a village mat in a village Agnon okay this is web this is what the story start in the particular advertisement now we find the a particular marvelous blog because he so trying to put a certain kind of fairness cream which is reprimanded which is so found upon because it is self described as a female famous wing which will not work which you know it is not supposed to work for men.

And the way he is reprimanded for using that particular cream it is a very visual kind of away so first of all the actor comes and tells them that you know how dare you put on the female fairness cream if you replay as you watch it again and find it as a really rich text very complex text of course is very aggressive but that is that is the whole point right now the actor comes and tells the rest love but how there you put on the female fair in the screen because you know the next thing you know you are probably putting on lipstick you are probably putting on nail polish.

The whole process of parody the word processor so it becomes a very grotesque comedy as we saw in the advertisement right so he is almost the penalized for putting on the promote fairness Queen because the whole idea is and I use you essentially emasculating yourself you are not really normally and not because not the whole point of putting on a primo famous claim as a Prosecute inoculation and that is something that is really from formed by the actor and this particular thing through our type that it there what is not said yet instead you say it is really after your fare which is fine thing in your fairness is a very desirable thing for men as well but the whole point is if you really are to be fair you need to use a particular cream which is meant for the male's skin.

So you should not be using the fair and lovely cream what it should be using is a fair and handsome cream because the word handsome remember and again this is the real thing which have been talking to for a long time the certain objectives which agenda as well now it is really

rare that you have call a woman handsome although you could grammatically well it is nothing ungrammatical about calling a woman handsome right so it is not grammatically incorrect if you call a woman handsome but you know it is more conventional to call a man handsome it is not that the kind of way Jacob has evolved a very gendered process right so you know the fair.

And handsome cream is a very important distinction from a fair and lovely Queen because again there was lovely sort of course I'm good more feminine you very rarely would call a man lovely looking man you know it is not really good and good manly in a few typical conventional conservative kind of a wing so again look at the way how the signifiers change from lovely Johnson the words change the objectives change and of course to the process to the process of defying changing the letters of changes that is wrong the branding is also being changed.

So it is the process of rebranding and then rebranding so you know we have to as to color in the end they know these really are to be fair which is a great thing you should aspire to refer to our manly process to put on a fair and handsome grid which you go to thank the doctor's advice it does put on the fair and handsome and the detectives needed the major desirable so you know and insistently which what we find the end of the advertisement is that an adhesive putting on a green t-shirt is wearing a jean to do the complete contrast to what she was wearing at the beginning of the advertisements or the beginning of does not use wedding justice a really red short you know which was widget be worn by professional wrestlers.

And is also bare bodied the total was bad and he was laying wedge shot and in complete contrast in a dramatic contrast that defined the end of the advertisement he is wearing a green t-shirt with jeans and not just that is got a bag on from the shoulders and it is walking out and invisible to the group of woman who are looking at him very manly and singing a very sort of chorus song calling unfair and handsome right.

So it is not just about gender I need something I know I should be telling you and obviously most we would know by now it is not just about gender that we are talking about the contest about Manning up using a particular product is also about mobility so what we find a way out is example of social mobility so this particular person moves from becoming a very rural area clubs into the sort of quasi cosmopolitan you know metropolitan man who is presumably going to college as you know is wearing a jeans no jeans trousers.

And a green t-shirt so obviously that is an indicator signifier of something of a social mobility urbanity it is more his more urban now compared to what it was at the beginning of the particular advertisement so this is come together and suggest in very interesting social study so if you look at advertisements and obviously this is the key thing the advertisements are very rich social text they tell you a lot about that particular social culture that is a lot in terms of and what is happening to society how is society evolving.

So what the contemporary social system what is the contemporary model system so what kind of consumers morality they have in the particular systems you know if you look at this advertisement the it is implication as you know this is a bit of a changing India where men need to look up fair because it is not just enough that you are wrestling and you have a very muscled body it is also important that you are fair but of course it is be prepared to a female process the quote unquote similar process is the process of inoculation and real parodied and penalized for it and of course we from none of the images where he is putting on lipstick everywhere is putting on a very crude the in Polish.

And that is and it is also wearing a frock at one point it was visual sequence which would be another five minutes so he is putting on a frog so instead of resting with a wet cloth it is dancing with a red flower writing a frog so the whole thing becomes the greatest parity of masculinity so you know that is being in a very quickly shutdown and of course the way to promote itself is to a manly process so the fairness cream which emerges in the end is a fair enhancement dream which it was formed and in the process he becomes a truly man truly manly and the Metropolitan kind of away it is not just about masculinity as long as about masculinity.

And communities also have mobility so that the product promises not just obeying masculinity it also promises mobility or performance of social mobility it also sort of tells you that you know if you use the product you know in you know just becoming a good-looking man you are becoming a sort of a more mobile man you are becoming a more desirable man the land that is a very important point so this is what the product does and it so aims to achieve whether it achieves a not is a different question but it aids the team through the digestive process and the advertisement to film.

So the three acts which we have seen so far and I'm still concluding now the three acts which you have seen so far they do very similar it was too similar things so the first advertisement you saw

which was a Heineken beer advertisement it looked a certain kind of beverage a certain kind of culture of consumption right and it is a very binary take device this kind of a cultural consumption so the obvious assumption is as I mentioned the automatic assumption it is only the woman who wear fancy shoes.

And men do not want fantasies men could not care less about fancy shoes and as only the men who drink an alcoholic beverage and woman don't drink alcoholic beverage at all and obviously the euphoria the woman is drowned immediately by the dataries the men are even more joyous and try to be up than they are had a site called in a wardrobe and again the location is important space is very important area as I keep saying so the specialty of the wardrobe is very female semi yak in this particular Wiseman was the specialty of the alcohol fridge the fridge full of alcohol is so nasty oh nice it is something of a manly way to accessorize three devices kind of a representation politics which we saw in the advertisement now.

The second advertisement starring various back temperature H&M advertisement it was a manly designer dress kind of a product which we saw and school it is an extension of the first advertisement in the sense that you know it is trying to modify and consolidate a certain brand of activity well being wiped masculinity and the assumption is if you are consuming this product it will wear in this product you know if you are subscribing to this product then you obviously know hegemony quite default you know you belong to a gym eating gendered location by default you know not just because of your biological location but also to go to the ratio your political ethnic location okay.

So these things come together at web the third advertisement which you saw is perhaps the most complex one of a tree where we saw how a particular kind of masculinity in a rural let alone kind of masculinity and it tries to surreptitiously it tries to make it feel more fair at the man you know by using and because of ignorance does not know what is happening in the convenient world it was an old saying the Queen for woman you know the cream for woman is the cream for men and the idea away of what does not want to show because the men skin a difference of the creams of differences king and queen things are equated away up in terms of the politics of difference.

So the advertisement tells us all direct you are inside the advertisement who is a here and the consumer is read the listener and the consumer as well that you know if you have to be in a fair

you should do it to a man due process so if you are doing it and if you going to explain this process to using female products then you cannot even tantalize then it is like wearing lipsticks it is like wearing you know a frog in a wrestling match it is like wearing a you know nail polish in away in a crude kind of a way.

So the whole idea is to parody and these are not in accordance with procedure things these are not really manly thing student of really respectable thing these are laughable things so again you have been laughed at and you have been locked out because you doing the wrong thing leading a stupid thing you are actually describing your wrong code of gender now it is utterly subscribe to write code of gender we should go for a fare enhancement cream because the word handsome is involved the manly word that is also in the product.

So a fair and handsome cream will make me handsome in a manly kind of a way and notice that it also making upwardly mobile it will give you something social mobility upward because at the end of the advertisement we find the instead of being a wrestler until company to being a wrestler it is presumably going for something about I know it is probably going to college or something it is very non green a green shirt green t-shirt and a jeans and sort of the bikes London shoulder which is indicated that maybe going for some kind of an educational program normally it is not just wasting time in a resting agony.

And as a visible group of the row appointment which is admiring him and are calling the fair and handsome so again the whole package of locations to site on location with the brut allocation or urban location cloth ethnicity rain becoming to be and of course mind you the most fundamental thing is this is a culture which slope worships fairness this is a culture which appreciates fairness this is a culture which is which one to fairness.

Now again when I set in the beginning the first advertisement that the Heineken beer advertisement will not work in a grape syrup in a culture where alcohol drinking is forbidden because there is a model system there you know against which this particular judgment will not work because the kind of spirit that ever does not want to sell was completely in conflict with a modern map that certain people certain locations will have in likewise the fair and handsome grain will not work in a white world because in a white world no would care to be handsome in a true a fair process right in a white world no one would care to be handsome that becoming fair.

So the equation between handsomeness and fairness will not work in a white world so this is dispersed advertised and will not work in Europe this particular version will not work in Northern America and any other part of the white world so a mineral was white in a racial kind of the way it will only work in a racial location where fairness is desirable you know in other words anon-white space now instantly in a whitespace you might get a similar algorithm for a tanning cream because you know to get it skin damned as a white person as a desirable thing because you know it makes me more attractive in that kind of a model in an erotic parameter that time that kind of engage it makes me more attractive.

But you know in this particular map in this particular model system becoming white are becoming fair becomes desirable so again I will conclude with this and we are looking at some very interesting and complex correspondences between gender identity moral identity moral location gender location economic location and a society location all the students coming together so you know it cannot really pick up one and shred away everything else because you know they are all linked together in a very symmetric kind of a way they do not quite know what ends.

And another begins etcetera those entangled together in a very heavy complex process so hopefully you know you enjoyed watching solid is man and you treatment of dozens of texts for your course and of course I will mention which detects you should be treating a sex lamination text so not only it takes a week and or use that examination text so this is just to give you an idea of the kind of the visual culture in on consumer culture that a certain authorized means wants to promote at a very gender encoded idea of identity okay.

So this confuse the first lecture of the last segment of gender and literature which is about advertisement in popular culture and film is that Rob in the next lecture I will show you more advertisements on talk a little more about our gender locations and configurations are played and replayed depending on the model societal and ideological climates thank you for attention and I will see you in the next class.

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