

Annotated Bibliography

Primary Sources:

"Attitudes Towards Working Women." *What Makes You Tick*, 1949, www.youtube.com/watch?v=BA3uryDJzI0.

I used this video to learn about how the stereotypes created about women impacted other people's view of them in the workplace, and inserted it into my website on the Impact on Societal Understandings page to demonstrate this impact.

Bhasin, Kim. "26 Shockingly Offensive Vintage Ads." *Business Insider*, Business Insider, 14 June 2011, www.businessinsider.com/vintage-sexist-and-racist-ads-2011-6#palmolive-1920s-2.

This collection of vintage advertisements helped me to understand how the stereotypes about women staying in the home and being incompetent and objectified were communicated through advertisement. It also contains some advertisements from before the 1950s, which showed me that the negative portrayal of women was rooted further back than just the 1950s, also leading to even longer lasting impacts of these messages through advertisements.

Folgers. Folgers Advertisement. Folgers Coffee, 1960, www.youtube.com/watch?v=VprlBx4QkPc.

I used this advertisement clip as another primary example of how advertisements create stereotypes. In this advertisement, the wife is serving the husband his coffee as he criticizes her abilities to do it, demonstrating the stereotype that women are there to serve their husbands and only work in the home, and that they are viewed as incompetent by men. I used this advertisement as an example on my Communication page.

National Endowment for the Humanities. "Chronicling America: Library of Congress." *Chronicling America*, Library of Congress, chroniclingamerica.loc.gov/.

I used Chronicling American to find primary sources of advertisements to include on my website and to use to learn more about the types of messages that companies would put out that degraded women and created the negative stereotypes associated with women. Chronicling American was especially helpful because it is all about newspapers, which everyday people would all see to some extent at the time, so the advertisements shown were ones that average women saw and were impacted by on a day to day basis.

National Endowment for the Humanities. "Evening Star. [Volume] (Washington, D.C.) 1854-1972, April 27, 1952, Image 183." *News about Chronicling America RSS*, W.D. Wallach & Hope, 1952, chroniclingamerica.loc.gov/lccn/sn83045462/1952-04-27/ed-1/seq-183/#date1=1950&sort=relevance&rows=20&words=advertisement+ADVERTISEMENT&searchType=basic&sequence=0&index=15&state=&date2=1963&proxtext=+advertisement&y=0&x=0&dateFilterType=yearRange&page=5.

This is one of the, in my opinion, most impactful advertisements that I found in Chronicling America. The advertisement for pork and beans was targeted towards women so they could be pleasing to their husbands, furthermore showing the stereotype that women should be only in their homes to serve their husbands.

National Endowment for the Humanities. "Evening Star. [Volume] (Washington, D.C.) 1854-1972, March 15, 1953, Image 200." *News about Chronicling America* RSS, W.D. Wallach & Hope, 15 Mar. 1953, chroniclingamerica.loc.gov/lccn/sn83045462/1953-03-15/ed-1/seq-200/#date1=1950&sort=relevance&rows=20&words=Advertisement&searchType=basic&sequence=0&index=17&state=&date2=1963&proxtext=+advertisement&y=0&x=0&dateFilterType=yearRange&page=5.

This newspaper with an advertisement from Ajax, targeting a kitchen cleaning product to women, implies that women are the ones who are supposed to be in the kitchen. This primary source helped me to better understand the exact types of messages in the media that were used to create the stereotypes that women were incompetent and should be in the home, and therefore affect the understandings of women and their roles.

Saatchi, Charles. "1950s And 60s Posters Show the Sexist and Racist Campaigns Once Seen as Acceptable." *Daily Mail Online*, Associated Newspapers, 14 Nov. 2015, www.dailymail.co.uk/news/article-3318841/Shocking-posters-1950s-60s-sexist-racist-campaigns-seen-acceptable.html.

This collection of primary source advertisements helped me to further understand the advertisements of the 1950s and the messages they used to drill the image that women belong in the home and were incompetent compared to men. Many of these ads objectified women, or used their believed incompetence to demonstrate that a product was easy to use. I also used some of the advertisements on my website to support my claims and thesis.

"Women and Advertisements in the 1950s." *Women & Ads, 1950s*, Hanover History, history.hanover.edu/courses/excerpts/227ads.html.

This source contained many primary advertisements from the 1950s that specifically pertained to women and the portrayal of women. They all helped me to deepen my understanding of how women and what was expected of them was impacted by the messages communicated through advertisements, like how some of the ones on this page depict women serving their husbands in the kitchen. I also used some images from here on my website to demonstrate my thesis.

Xerox. Xerox TV Advertisement. 1960, www.youtube.com/watch?v=Spb0bo3IT0I.

This advertisement gave me a view into the fact that the sexism in advertising was not only on paper, but also on television. I used this video advertisement on my Communication page to demonstrate this point.

Secondary Sources:

BBC. "What Did Women Do on the Home Front in the War?" BBC Bitesize, BBC, 8 Jan. 2020, www.bbc.co.uk/bitesize/topics/zqhyb9q/articles/zj8my9q.

This source gave me information and insight into the many jobs that women took on on the homefront during World War Two. It helped to give me historical context to the advertisements I examined in my project and to create an accurate History page. It also helped me to visualize what those 'untraditional' jobs looked like at the time and gave me images to use on the History page.

Catalano, Christina. "Shaping the American Woman: Feminism and Advertising in the 1950s." *Constructing the Past*, Illinois Wesleyan University, 2002, digitalcommons.iwu.edu/cgi/viewcontent.cgi?article=1054&context=constructing.

This analysis of the impact of advertising in the 1950s not only gave me a better understanding of the impacts of the messages sent through advertisements on women, but also of the history heading up to these advertisements/events. I used this information to help make my History page.

Catt, Courtney. Trapped in the Kitchen: How Advertising Defined Women's Roles in 1950s America. Baylor University, May 2014, baylor-ir.tdl.org/bitstream/handle/2104/8951/Thesis%20Overall%20Format.pdf?sequence=1.

This secondary source gave me a better view into how others perceive the impact of the degrading stereotypes towards women through advertisements. It talked about how women were portrayed in ads and other media like magazines as belonging solely in the home and never being disconnected from the image of a mother or wife. I used this information to better create my Impact page.

Correspondent, Christine A. VerstraeteKenosha News. "Historian: Ads of 1950s, '60s Were Often Sexist." *Kenosha News*, 18 Mar. 2019, www.kenoshanews.com/news/local/historian-ads-of-s-s-were-often-sexist/article_722c4138-f5ab-598b-ad67-fabb37e09f44.html.

This secondary source written by a historian provided me with a nice synthesis of the impacts of the regularly advertised messages regarding women and their roles. Its main points were that ads often played on the self doubt of women, making them feel as though they needed a certain product to please their husbands, and that they demonstrated the idea that women should be in the home raising a family behind the scenes rather than being in the workplace. I used this information to help with my Impact website page. This source also gave me a good insight into the historical background of the ads in the 1950s.

Daily History. "What Was the Role of Women in Sparta?" *Daily History*, 2021, dailyhistory.org/What_was_the_role_of_women_in_Sparta%3F.

I used this source to expand my knowledge of women's roles throughout history. It taught me that although many women have been looked down upon a lot throughout history, that there were societies such as Sparta where women played a more "non-traditional" role, such as being educated and being expected to more than just tend to the home and family.

Ding, Viviane. "Sex Sells - and Sexism Even More?" Medium, Writing in the Media, 19 May 2017, medium.com/writing-in-the-media/sex-sells-and-sexism-even-more-d66df1887bfa.

This source provided me with some examples of sexist ads that still exist today, and gave me some of the insight to include this long-term impact on my significance page. I also found the Mr. Clean sexist (more recent) advertisement that I included on my Significance page here.

Dray, Kayleigh. "The Grossly Sexist Ads We Can't Believe Exist in the 21st Century." *Stylist*, Stylist, 23 July 2019, www.stylist.co.uk/life/ridiculously-sexist-misogyny-anti-feminist-adverts-posters-billboards-present-modern-day/69598.

This is also a source that gave me more insight into the examples of sexist advertising that still linger today, partially as a result of the stereotypes about women that have been enforced by the media for so long. I used this information to better my perspective on the issue on my Significance page on my website.

Econsultancy. "17 Marketing Campaigns with a Positive Message for Women." Econsultancy, 21 Nov. 2018, econsultancy.com/17-marketing-campaigns-with-a-positive-message-for-women/.

This source gave me some inspiration and information for the part on my significance page about how some companies are using advertising to have a positive impact on women and the way their roles are portrayed, using the same idea that advertising can shape the way a society thinks and acts that the negative advertising used.

"Great Female Leaders throughout History." Leaders in Heels, 23 Nov. 2017, leadersinheels.com/career/great-female-leaders-throughout-history/.

I used this source to learn more about women in history who have taken on leadership roles and deviated from the expected roles of women, which (somewhat) encouraged others to defy stereotypes to do the same. I used this information to widen the view of the History of Women's Roles page.

Jacobs, Rose. "What's Holding Women Back from Top-Paying Jobs?" *University of Chicago News*, University of Chicago, Dec. 2018, news.uchicago.edu/story/whats-holding-women-back-top-paying-jobs.

I used this source from University of Chicago to gather information about the "glass ceiling" above most women in the workplace because of the decades-long stereotypes on women that were enforced by advertising. I used the statistics from this page on my Significance page on my website.

Preston, Peggy. Advertising's Portrayal of Women in the Workplace from the 1930s to the 1950s . Loyola University New Orleans, 1988, people.loyno.edu/~history/journal/1988-9/documents/AdvertisingsPortrayalofWomenintheWorkplacefromthe1930stothe1950s.pdf.

This paper helped me to gather more information and another perspective on the impacts of the advertising in the 1950s on women, more specifically, the more direct impacts at the time. It also gave me a good historical background for the advertisements and their impacts, which helped me to create my History and Impact pages alike. I also found some quotes that helped to express my thoughts throughout my site.

Saade, Joe. "Women Still Struggle to Find a Job, Let Alone Reach the Top: New UN Report Calls for 'Quantum Leap' | UN News." *United Nations News*, United Nations, 7 Mar. 2019, news.un.org/en/story/2019/03/1034221.

I used this news article to learn more about how women have been impacted in the long term by the stereotypes set out by the advertisements. It discusses the pay gap between men and women in the workplace and how genders are treated differently because of these unspoken expectations.

Setup, Marketing Matchmakers. "Top 6 Ads to Empower Women on #DayoftheGirl." Setup, 29 Apr. 2020, setup.us/blog/top-6-ads-to-empower-women-on-dayofthegirl.

This collection of campaigns from recent years that have used advertising and the media's powers to build up women and defy stereotypes helped me to learn more about the efforts by many companies to reverse the effects of the 1950s advertising on women. I used the PPS-Women Acknowledged campaign images from the website on my Significance page.

"Social and Family Life in the Late 17th & Early 18th Centuries." British Literature Wiki, 2016, sites.udel.edu/britlitwiki/social-and-family-life-in-the-late-17th-early-18th-centuries/.

This source helped me to understand the roles of women in their families and societies in the 17th and 18th centuries. I used this information and some images from this source to create my History page.

Stampler, Laura. "These Modern Ads Are Even More Sexist Than Their 'Mad Men' Era Counterparts." *Business Insider*, Business Insider, 10 Apr. 2012, www.businessinsider.com/these-modern-ads-are-even-more-sexist-than-their-mad-men-era-counterparts-2012-4#in-this-modern-ad-the-technology-has-advanced-but-the-concept-is-the-same-6.

This article was also helpful in gathering information for my page on the long-term Significance of my topic. It showed that the sexism from the 1950s advertising still exists today, and gave some good examples of modern sexist advertising to prove that.

Usborne, Simon. "Mad Men and Invisible Women: How the Advertising Industry Failed to Move On." *The Guardian*, Guardian News and Media, 25 June 2016, www.theguardian.com/global/2016/jun/25/mad-men-and-invisible-women-how-the-advertising-industry-failed-to-move-on.

This article gave me insight into the impacts that the sexist advertising of the 1950s still has today. I used the information about the Unilever study and the statistics involved with it to do further research on the study and include on my Significance page. I also found some good quotes that I used throughout my site to demonstrate my ideas.

Weiss, Suzannah. "5 Feminist Quotes From The 1950s That Are Still Relevant Today." *Bustle*, Bustle, 3 May 2016, www.bustle.com/articles/158551-5-feminist-quotes-from-the-1950s-that-are-still-relevant-today.

I used a couple of powerful quotes from this compilation throughout my website. They are from women in the 1950s who, firsthand, felt the impact of the advertisements and the stereotypes that they created, so their quotes have a lot of power in the topics of my project. These words from women of the time helped give me perspective on what it was like to be a woman at that time and the true impact of the media.