Advertising Techniques Assignment

Jennifer C. Dowling
EXERCISE 5 Teach-in “Showing: Work x Family”

OVERVIEW
From Facebook Page: https://www.facebook.com/FraminghamStateUniversity/posts/1464994926882098

Showing (work x family), a 28-foot, six-screen sound and image installation created by Berkeley, California’s Working Assumptions, makes its national debut at the Mazmanian Gallery at Framingham State University, November 7 – December 15, 2017. The exhibit grand opening and talk with photographer Jane Gottesman, the visionary behind the exhibit, is scheduled for 5 p.m. on Tuesday, Nov. 7, in the McCarthy Center. The title of her talk is “Picture Imperfect: Photography of the Work x Family Equation.” The exhibition combines landmark commissioned photographs of pregnant women in the workplace, curated work by contemporary photographers who reveal the interplay between work and family, and inspiring imagery by high school photography students who undertook WRKXFMLY, the project’s original photography assignment brought to over 50 schools nationally, including Framingham High School.

OBJECTIVES
Professors are connecting their classes with the exhibition and the theme in different ways. The exhibit pertains to family diversity and change, but also to the way our experiences with photography and other kinds of images can help to engage dialogue, reflection, and analysis of issues, which are “hidden in plain sight.”

- As a class, we are incorporating the teach-in into our course as a way to discuss the portrayal of women in advertising
- We will attend the gallery exhibit as a class and students will answer question prompts and discuss responses.
- We will then evaluate examples of advertisements “then and now” with an analysis and discussion afterward.
- We will examine apparent biases in advertisements and how they relate to conventional ideas of families, and also how they perpetuate and manipulate such constructs.

PART ONE: TOPICS
Read the list of themes below and think about them while looking at the photos in the gallery.
- Choose 2 themes from the list that you relate to in the photos you saw.
- Explain below how and why from your own perspective growing up and/or living in a family.

- Parent - mother - father - grandparent: Who is the primary caregiver?
- Children caring for parents, both young and old
- Caregivers are health providers
- Giving up personal goals
- Work to provide for family; necessary to have two incomes
- Juggling, blending, merging work/home, bringing child to work,
  - Going to great lengths to keep job, going the extra mile
- Torn, feeling guilty, saddened, pulled in two directions (needing to be in two places at once)
- Single parenting, or one is not present (military, prison, working in another city, state, or country)
- Getting education to expand options
- Tired, long hours/days, wanting to be at home but can’t leave; Long commute
- Monitoring from a distance, video surveillance or regular calls to caregiver
- Meeting expectations of both children and parents
- Giving love, time, enrichment... when able
- Quality is better than quantity
- Letting go of expectations— clean house, healthy food, folded laundry, etc.
- Communication, or lack thereof
• Digital tech pulling and distracting; busy looking at and interacting with computer, laptop, phone, tablet and not at each other
• Always providing; doing for others
  - Putting oneself last at the expense of helping other family members
  - Making public/private decisions
• State or police custody; not able to give proper care
  - Deportation, separating families
• House/home — What is it? How is it defined?
• Sandwich generation: caring for one’s children and parents simultaneously
• Pumping breast milk at work — Finding a quiet, private space to rest and/or call home
• Miscarriage, fertility issues; waiting to start family to establish career first
• Time off after delivering baby; going back to work; what if child is sick or premature?
• Serving as a role model; raising children into adulthood

WRITE ABOUT THE 2 THEMES HERE:

1)

2)

PART TWO: EXHIBIT
1) Describe the arrangement of exhibition as a whole — What is the curator’s intention and purpose?
   - Interpret the exhibition’s content/meaning in your own words
2) What is your response to the primary exhibit theme within the context of the female role within the family?
   - When answering, consider how it relates to the “institution” of our notion of family and how the exhibit addresses it.

3) How we YOU define “family”? What counts as family and what doesn’t?
   - What are the expected female roles within the family?

4) What makes [individual] families unique? What are assumptions that people have about stereotypes and ideal families? Consider topics such as sex, relationship rituals, marriage, divorce, family violence, gender, race, parent-child and partner relationships, adoption. How are all of these things overlapping/interconnected?

PART THREE: DISCUSSION AFTERWARD  [In class on Wed. 11/15 we will do this part]

- Look at examples provided of stereotypes of women. What are some of the different gender roles depicted in advertising?

- How does the depiction of females relate to conventional and unconventional ideas of families?

- How do ads perpetuate and manipulate such constructs?