

CHAPTER FOUR

CONCLUSION

In this chapter I would like to put forward the concluding points based on the analysis of the four data in the previous chapter. The four advertisements have some similarities in both the visual signs and the textual signs. The visual signs in each of the advertisements are a Caucasian man, a Caucasian woman, and the kitchenware being advertised. Furthermore, the textual signs of all the advertisements present some texts about women, wives, marriage and gifts.

Based on the physical characteristics, the men and women presented in the advertisements are all Caucasian. Furthermore, it is also clear that they are husband and wife. It shows that the advertisements were made based on the condition of the Western society at the time when they were published, which is between the 1940s and 1960s. I think it is very interesting how we can see the condition of the Western society in the past through the four old advertisements of kitchenware.

In my opinion, all the men in the advertisements look similar. All of them are wearing suits, which shows that they are working men or husbands. Based on the analysis of their body language and of the textual signs, some advertisements also show that the kitchenware advertised are to be bought by the husbands and to be given to their wives. The husbands' body language and the textual signs also show that they are not participating in kitchen work such as cooking, preparing meals or using the kitchen appliances. In conclusion, the visual and the textual signs in each advertisement show that the husband is the breadwinner, who works to earn money to buy things such as kitchen appliances to be used by the housewife in the house. The analysis of the advertisements in the previous chapter shows that in the 1940s until the 1960s, the Western society expected the husband to work and provide for the family. They were not expected to do the housework like cooking.

It seems to me that there are also some things in common about the wives illustrated in the advertisements. All of them are wearing make-up such as red lipstick, nail polish and blush. These visual signs, as well as some of the textual signifiers, show that the women take good care of their physical appearance. It is clear that in that era, it was very important for women to take good care of their physical appearance.

Based on the analysis of some visual signifiers, such as the apron and the chef's hat, and the textual ones, the wives in advertisements are also shown as the ones who do the work in the kitchen. Some advertisements even mention cooking or preparing meals as one of "the girlhood dreams" (data 3) and "what wives are for" (data 2).

It also seems uncommon for housewives to work and earn money in that era; that is why, based on the analysis of the textual signifiers, most of the advertisements seem to be addressed to men or husbands – because in that era, it was the husbands who worked to earn money so that they could provide for their wives. In conclusion, the analysis of the visual and the textual signifiers on the wives in the previous chapter shows that in the 1940s up to the 1960s, the Western society expected the wife to take good care of her physical appearance and look attractive, stay at home and take good care of the house, especially do the kitchen work, and she is to be provided with the things she needed by her husband.

From the four advertisements I have analyzed, however, there are some visual signifiers in data 3 which are quite different from the other three advertisements. They are the larger Pyrex used as a container in which the husband and the wife are standing, and the smaller Pyrex with a heart stucked on it. These signifiers are different because, unlike the other signifiers, they are used as symbols. In this case, the heart is used as a symbol of love in a marriage and the larger Pyrex symbolizes a container which holds the couple together in their marriage so as to show that by using Pyrex for cooking at home, a couple will have a successful marriage.

I personally think it is very interesting how a semiotic analysis of the kitchenware advertisements which were published between the 1940s and 1960s can show the social condition of the Western society at that time. The expectations from the Western society in the past of the roles of husband and wife, in my opinion, create gender inequality and give limitations to most husbands and wives in the past.

It is clever that the advertisers advertised products by showing the social condition at that time. They understood that the husbands were expected to go to work and earn money, and the wives were expected to do the housework at home. Therefore, they address their advertisements to the husbands so that they will buy and give the kitchenware to their wives to assist them in the kitchen work and in preparing better meals for their husbands at home.

After I have analyzed the four data, I will give some suggestions for future thesis writers of a similar topic. First of all, they have to make sure that they analyze every element contained in an advertisement. As we know, each element is significant even if it is small or seems unimportant. All elements can signify or refer to something if analyzed carefully. Second, if there are pictures and writing in an advertisement, it will be easier to divide the analysis into two parts: an analysis of the visual signs and the textual signs. Third, they should look for reliable sources when looking for information used to support their arguments. This is especially important if they use the Internet as the source of their research because not every source provides accurate and trustworthy information. Last, they should not forget to check the source of the advertisements used as the data. It is important to know where and when the advertisements they analyze are published. This information can help to see the target audience of the advertisements and the situation at the time when the advertisements are published. These suggestions are certainly important in making an accurate analysis.

(1,068 words)