

Front Cover

Main image of a woman anchors the audience the producers aimed to target and conforms to western beauty expectations of women - natural makeup, stylish hair, feminine clothing (floral dress) - represents the "everyday" woman

Typically feminine, cursive font used for the masthead, arguably makes the magazine eye catching for the target audience

"World's greatest weekly for women" implies that the magazine offers a unique and incomparable experience for the target audience, beating the competition

"7d" price, relatively affordable, convenient for women as most women did not have their own disposable income due to making the decision to not work, meaning they relied on their husband's income

Hitchcock's cover line: "British women have a special magic" - iconic director and household name, acts as an opinion leader, praising British women therefore targets them, encouraging them to buy the magazine and read Hitchcock's opinions about British women - flattery

"Seven star improvements for your kitchen" - cements women in the domestic role suggesting that they should take an interest in their kitchen and take pride in this. Domestic women would want to know these improvements in order to have the best kitchen, competition with other housewives?

Front Cover (cont)

"Lingerie goes lively" - conforms to the shift in thinking towards female sexuality and therefore becomes more exciting - women's liberation and giving them a choice in their sexuality

Single colour, lilac background is conventional for 1960's magazines - anchors a sense of femininity

Extra special on men

Image of a woman's foot resting on a man's head whilst he is laying down - juxtaposes traditional patriarchal society since the woman is dominant over the man

Her hand is on her hip conveying confidence and power whereas the man's scowl into the camera suggests he is not happy as the woman has "won" - and he is therefore helpless, challenges typical views

Another image of a man struggling to tie a tie - reinforces the idea that men need to be looked after by women as much as women need to be looked after by men

"Dig him" - image suggest that women should like men who follow the expectations

Dismissal of female independence

Gives women tips on how to "get" a man - offering them clear advice in order to ensure success

Getting to know them article suggests that women should be devious in order to fulfil their obsession with men - showing that getting a husband is a priority - rearranges the way women may think about men by telling them what is important

Extra special on men (cont)

Article is written by women and fulfils the typical female mindset, convincing women that they should think this way

"How its done" by Angela Talbot - suggests that women have a lack of knowledge on basic skills and tasks without their husbands, fathers etc eg: not knowing how to address her boss at her first job, acts as a hub or genuine advice

The fact that women write into the advice page suggests that these are universal problems that most women relate to having and want advice on

Breeze soap advert

Not made for men to see but aspirational for women since the model is naked, only covered in the soap, sexualising her - suggests that women are still constructed as spectacle for men despite a male audience not being targeted, derogatory view on women

Slogan = "all over feminine... all day fresh..." - suggests that women need to use this specific soap as it epitomises femininity, revealing how women were expected to conform to femininity

"Because your a woman", "you want", "you need" - male producer of the advert telling women what they want and need encourages the confinement of women into stereotypical roles, suggests that women are incapable of making their own informed decisions - patriarchal dominance, patronising

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Contents page

Contents and features is sectioned using blue shapes "American Diner" aesthetic reflects western culture and America's influence on the UK

Image of Jackie Kennedy epitomises the "ideal woman" as the former First Lady, meaning the female target audience may aspire to be like her

Audiences also get an insight to into celebrity life, gives a feeling of exclusivity and the power of gaining this exclusive information

"The long road back to happiness" - about the death of President Kennedy, targets audience who may have lost their partners during the world wars, creating a sense of relatability and a hub for advice

Sub-headings such as "no excuses", "film show" and "sized up" - discussing key ideas that can be linked together as the audience read the article, also suggests that the typical woman should be interested in these topics

Image of a woman and a child, reflects family-focused fashion and the expected role of women during the 1960's - mother and daughter wearing matching raincoats, also suggests that daughters are being shaped into the the same roles as their mothers at an early age

Female editor = woman's voice reflecting women's voices, more relatable for women to read and can feel more of a connection to the content, makes the target audience feel understood

Same font used for the title "woman" throughout the whole magazine contracts a clear brand identity

A-level beauty

Headline is centred at the top of the page, blue font is used - eye catching and unconventional for a women's magazine, does not match a typical feminine aesthetic

Information is divided into a grid-like structure, organises the information so it is easy for women to read and understand, suggesting that women are not educated enough to read and understand complex articles - difference in education for men and women in the 1960's

Women can also score points based on which techniques and products they use in their makeup routines. It creates an interactive element to the article, also encourages women to follow specific techniques, which limits individuality, gives a sense of fulfilment and competition, entertainment

Women who conform to western beauty standards are praised and those who don't are encouraged to do so

Use of images next to the show the article is like a tutorial, and shows women how to conform to westernised beauty ideals

Direct mode of address in the rhetorical question "are you an a-level beauty?" Also almost all of the women in the model photos are looking into the camera, creating an inclusive experience when reading the article

Max Factor Crème Puff advert

Costumes of characters are typical for the time - zeitgeist

Woman looks as if he works and is well dressed - professional yet beautiful was the goal for women who were entering the working world, beauty was still essential "beauty at a moment's notice"

"Beauty at a moments notice" shows the changing of beauty products and how they became more portable for the working woman, so she could still prioritise beauty

The man looking at the woman - shows how women were desirable and finding a husband was still essential

Office scenery - women being included in the workplace where it is dominated by men shows the progression of society and women being accepted into work, yet she is more engrossed in her physical appearance over her work

Hitchcock Article:

Main image of Grace Kelly, who was a national icon, recognisable and therefore a star vehicle

4 snapshot style photos of Hitchcock - intended to look like candid shots in order to create an informal tone, results in women feeling comfortable and appreciated. They are also atypical of famous stars, often reflected in a glamourised light and he is not constructed to look attractive to women, suggests his work creates his name and reputation rather than his looks. Plays emotions to seem comedia to audiences

In the interview Hitchcock endorses working with Grace Kelly



Hitchcock Article: (cont)

Discusses his own marriage and provides the reader with an insight to his own life

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He reflects stereotypical views on women and their role in society in the 1960's - "her prowess as a cook has never wavered and I'm convinced that the first sign of indifference in a woman is when her cooking suffers"

Open spaces left on the page are unconventional - suggests the article was important enough to take up two pages and leave space rather than condensing or creating more content to add to the page

"Snapped up" not only suggests that Hitchcock is demanding, but also implies that women have to be submissive to male command, his wife is therefore objectified and therefore in his possession

"I planned to give her her big break in Vertigo" - the women in his films are a credit to him and would not be successful without the name he creates for them by including them in his films, suggests his work is important

"Devotes housewife" - fulfils typical roles of women and praises the actress for turning down a prosperous career path because of this

The image of Grace Kelly is larger than the other images, even the ones of his wife, suggesting his wife does not fulfil the conventions of beauty the same way that Grace Kelly does

Layout on page 12 - divided two columns by another article - unconventional and innovative in order to excite the audience

A Present for your Kitchen article

Headline is centred at the top of the page, similar to the beauty article

Use of red font communicated a sense of urgency - that women need these improvements

Images of kitchens create the idea of domestic bliss, encouraging female conformity to housewife roles

Gives top tips and lists of products that families should buy in order to improve their kitchen

"Saucepan store for under 15s", "draining of 15s", "wise money saving guide" - suggests that women have to be careful and strategic when spending their husband's money or their income (pay gap for women in work)

Varied tips, products and prices means that there is something for everyone

Kitchens are stereotypical places for women to spend their time, housewife/mother roles are encouraged

Woman in the striped dress is cleaning her kitchen suggesting that even the "new woman" is happy to conform to the societal expectations of women

Woman sitting at the table with her child anchors the typical maternal role of women

"Classifieds" page

Enlistment for female royal army corps cadets - encouraging women to have a typically masculine role, providing them with responsibilities, society becomes more accepting of women moving away from domestic roles

"Classifieds" page (cont)

"These are the things girls worry about" - girls suggests that women are unsure and worried because of their gender, the magazine is called woman test they refer to their audience as girls - patronising

Voucher for coconut shampoo for dogs - suggesting that it is a woman's job to take care of household pets

Free guide to family cooking and house of the year" supports women being confined to their domestic roles

Career. Travel. Independence. Friendship" - conforms to women who align with second wave of feminism, desire to have something different and finding their own personal sense of purpose

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