Let’s go further

* What is the message conveyed by the two ads ? ( who is naturally supposed to do the cooking ? Is it men ? Is it women ?)
* What do you think about those ads ? Are they sexist ? Do they reinforce clichés ? Is doing the cooking a man’s job ? Is is a woman’s only ? Can’t men do the cooking ?
* Try to think : what was the situation of women in the 60’s ? Did they all use to have a job ? Did they all use to earn money ? Who used to be the only person who had an occupation ? What did the role of women use to be