####

Psychology of Gender Studies

EVERYDAY GENDER
A Visual Scrapbook with Critical Commentary



How stereotypes are marketed, policed, and performed

All the way from 1939 to 2022

10 Media Items ranging from Print advertisements to Comic illustrations

1) ~~"Good Girl / Bad Girl"~~ Archetypes



SEVENTEEN, APRIL 1988

(MAGAZINE FASHION / EDITORIAL SPREAD (PRINT))

This is a "good girl vs bad girl" split, shown through styling, posture, and the vibe each side gives off. In the late 1980s, US teen magazines often acted like unofficial rulebooks for how girls were "supposed" to be. This spread makes femininity feel super readable and judgeable just from how someone looks. The "good girl" side is neat, studious, polite, and put-together, while the "bad girl" side signals rebellion, "messiness," risk, and breaking rules. As a stereotype, it sends the message that girls' social value and respectability are always being watched, and that "deviance" shows up on the body.



2) ~~"Girly Cues"~~

SEVENTEEN, NOVEMBER 1995

(MAGAZINE FASHION / EDITORIAL PAGE (PRINT))

This frames femininity as something you can buy and "get right" through obvious cues like soft colours, florals, and "sweet" accessories. In the mid-1990s, teen media often tied identity to shopping, treating products like tools for fitting in. The phrase "girly cues" suggests there's a culturally approved way to look feminine, and you're meant to style yourself into it. As a stereotype, it also lines up with the idea of gender as performance: you "do" girlhood by showing the right symbols and textures.

3) "So the harder a wife works, the cuter she looks!"

KELLOGG'S PEP (1939)

(PRINT ADVERTISEMENT (FOOD / HOUSEHOLD CULTURE))



This pushes the idea that housework is just "women's work," and that the ideal wife should be upbeat, hardworking, and still look cute while doing it. It ties how productive she is at home to how attractive she looks ("cuter"). It assumes a straight marriage setup where the wife's unpaid labour is expected, and her appearance is treated like part of what she "brings" to the relationship. That's very much the old "separate spheres" mindset: men in paid/public work, women in unpaid/private home life and reinforces the domestic gender roles assigned by society.



4) Film Still from Gustav Deutsch's Shirley: Visions of Reality (2013)

EDWARD HOPPER "OFFICE AT NIGHT" (1940)

(FINE ART REFERENCE)

This one really shows the classic office power gap: the man gets the "boss at the desk" role, and the woman gets pushed into clerical support. The way it's lit and framed makes it feel like you're kind of spying on the scene, which adds to the whole gaze-and-power vibe. And because it's not totally clear if it's just late-night work or something more loaded, it's a great piece to unpack critically. As a stereotype, it normalises men as bosses and women as support, while hinting at power imbalance/sexual tension.

5) "She can have a tummy...and still look yummy!"

CHUBBETTES (1956)

PRINT ADVERTISEMENT (CHILDREN'S CLOTHING)



This frames girls' bodies like "problems" to fix, with being attractive held up as the goal, even for kids. Calling a child "yummy" is really gross because it turns a girl's body into something to be judged by how desirable it is. It's aimed at parents (especially mums), saying the right clothes can hide or "fix" a kid's body so she fits what society expects. As a gender stereotype, it links femininity to being evaluated through appearance, even in childhood.



6) "Men's sweat only attracts other men. Is that all you want?"

AXE DRY

PRINT AD (MEN'S GROOMING)

This ad polices masculinity through heteronormativity: the only "acceptable" outcome is attracting women. It plays on the fear of attracting men to spark shame and anxiety, using homophobia as the hook. It shrinks male identity down to being desirable, dominant, and straight. and sells grooming as a way to prove you're still "proper".

7) ~~"She's gorgeous...too bad she's obviously straight" / "Why are the sexy femme ones always straight?"~~

HUMOR/IDENTITY
COMIC PANEL
COMMENTARY



This is about femme invisibility and the whole assumption that "feminine = straight," plus those stereotypes about what queer women are "meant" to look like. The panel shows how people treat gender presentation like a shortcut for guessing someone's sexuality. Femme queer identities often get brushed off because femininity gets read as "for men," while queerness gets stereotyped as more masculine. The joke makes it an easy way in to talk about heteronormativity and visual stereotyping.



8) ~~"When everyone depends on you to stay~~ awake"

PRINT CAMPAIGN
DIAMOND COFFEE
CAMPAIGN (2011)

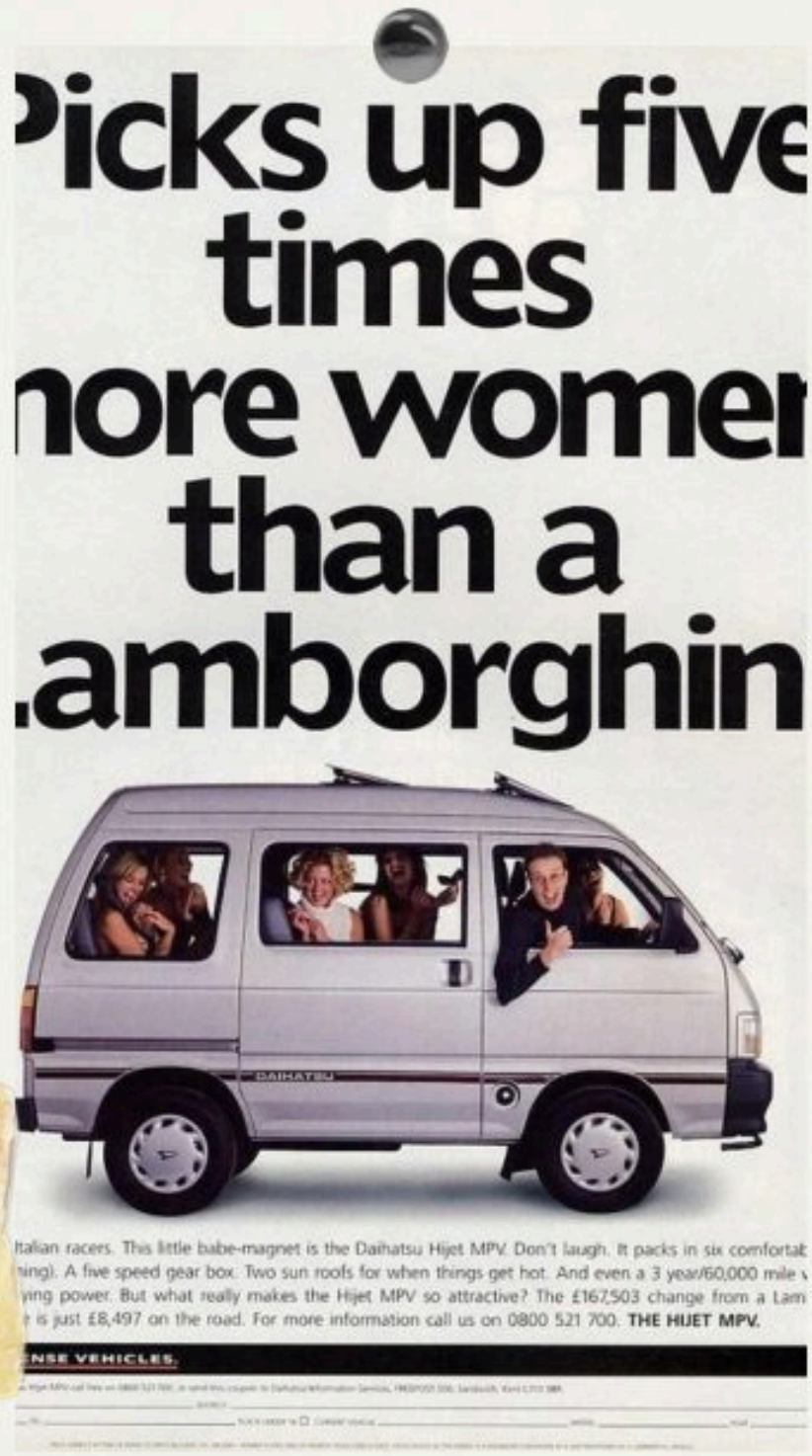
This really plays up the "breadwinner" pressure on men: his paid work is shown as literally holding the whole family up. With the family stacked on him, the image feels like a visual for responsibility, dependence, and stress. Even though it's kind of sympathetic, as a gender stereotype, it assumes men are the default breadwinners whose labour supports everyone else.

9) "Picks up five times more women than a Lamborghini"

DAIHATSU HIJETMPV (UK, 1996)

PRINT AD (AUTOMOTIVE)

This car ad treats women like "prizes," and sells masculinity as sexual conquest, helped along by stuff you buy. The headline says a guy's success is how many women the car can "pick up," like women are interchangeable trophies. It also leans hard on the straight script: men chase, women get chased, and the product is the shortcut to that.





10) CPB London "Imagine" posters

PUBLIC POSTER

It flags unconscious bias (like assuming a CEO is a man, or that crying at work is "
woman thing"). It nudges you to catch the quick gender assumptions you make
about roles and behaviour. It's a soft call-out: you fill in the stereotype in your hea
then the poster flips it back on you, linking representation to real workplace ineq
i.e., how automatic assumptions limit opportunities for genders other than male.

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Boys cry
Girls masturbate
Boys have feelings
Girls get angry
Boys can use makeup
Girls can like porn
Boys can like sewing
Girls can get violent
Boys can wear dresses
Girls can be good at science
Boys can like boys
Girls can like girls
Boys can like pink
Girls can have body hair
Boys don't have to be muscular
Girls don't have to be curvy
Boys don't have to love sex
Girls don't have to be thin







Gender isnt in the brain, it isnt between our legs, it is created between people.

- Marina S.