

1. What did you find?



2. Cite the archival item here (MLA): Dior, Christian. "Christian Dior: Meet the Diors: the Wizard, the Mouth, and Oliver. When They Were Good They Were Very, Very Good and When They Were Bad They Were Gorgeous." Advertising America, 1982, <https://www.jwtadvertisingamerica.amdigital.co.uk/Documents/Images/jwtda006008/0>. Accessed 28 Feb. 2023.

Answer the following in 100-150 words:

3. Explain how you found your source.

From the start, we knew that we wanted to find an advertisement that displayed the sexualization of women to appeal to the male audience. I searched the site "Advertising America" and found a Christian Dior advertisement that showed a gleeful woman on a chair in a provocative dress. She was surrounded by two men who were tantalizing her with two mice. This advertisement was a prime example of how women are objectified by the advertising industry.

4. What elements of WOVEN does this source contain?

The Dior advertisement contains two main elements of WOVEN. The first element used is written communication. The bottom right corner of the ad reads, “Meet the Diors: the Wizard, the Mouth, and Oliver. When they were good, they were very, very good, and when they were bad, they were gorgeous.” The aspect of WOVEN utilized is visual communication. This advertisement primarily consists of an image showing the fashionable Diors interacting with one another. The woman is dressed in a revealing outfit with her leg implanted in a man’s crotch. Dior uses the woman’s clothing and orientation to draw their audience towards the photo, particularly the Dior shoes and clutch possessed by the woman.

5. Identify the major arguments of your source. Remember, everything contains an argument.

The advertisement depicts the fictional “Dior” family consisting of “the Wizard, the Mouth, and Oliver.” Dior employs the clothing, looks, and mannerisms of models to create an ideal family that the audience would emulate. The interactions between the provocative woman and her male counterparts imply that she is solely there to amuse the men. This portrayal creates the perception that only men dressed in Dior’s clothing will be able to attain a lifestyle where they are able to toy around with women for their entertainment.

6. What narratives about technology does this source employ?

The advertisement uses the common narrative that new technology and its associated products or beliefs are admirable and wanted. When a new piece of technology comes out such as a new version of the iPhone, consumers are excited about the prospect of getting the newest gadget and its “improved” features. When celebrities or public figures advertise or use such new devices, they get significant media attention. Advertising the new Dior is similar to this technological narrative. The new Dior is something to be admired, adored, and wanted.

7. What rhetorical methods do you see at work in this primary source? (ethos, pathos, logos, parts of the Toulmin model)

The two rhetorical methods detected in this primary source are ethos and pathos. Dior uses Oliver, the Wizard, and the Mouth to establish the credibility of these well-dressed, fashionable individuals. The audience trusts these characters with fashion choices and decisions. The second rhetorical method used is pathos. The fictional Dior family’s desirability tempts the male audience to achieve this lifestyle through any means necessary. Dior plays on men’s constant lustfulness to create desirability for their products.

8. Can you detect a bias forming in the primary source already? Explain why or why not.

With the advertisement being of Dior, a high-fashion brand, they must capitalize on their primary audience: men and women who have the monetary assets to purchase their products and have an interest in fashion. However, with societal structures lending greater access to men for better employment opportunities and thus financial gain, the male audience is more likely to afford their products, or rather a woman who may be using a man's monetary support to purchase their products. Therefore, the presentation of the female model in provocative clothing and body language aligns with the bias in the fashion industry and optimizing product sales.

9. How would you use this in Artifact 2? For what kinds of claims would it provide credible evidence? (factual, rhetorical, historical, cultural)

The Dior archive would provide credible evidence to support our claim that women are often depicted in advertisements to please men, or in general, objectified for the male gaze to produce profit. Comparing this ad to current advertisements would demonstrate the stagnant portrayal of women in advertising. Advertisers cater to men because they are often wealthier than their female counterparts. Due to historical inequalities in employment between men and women, men have often been given access to better employment opportunities leading to greater wealth. Since the male audience is more likely to afford different products or services, advertisers cater to them to maximize revenue.