



Summer Preparation Work

Welcome to English Language! Below you will find your preparation work for this A-Level which needs to be completed over the summer holiday. We expect you to spend around 3-5 hours on it.

This task will help develop your skills in research, analysis of language and evaluation of issues in society – these skills are not only crucial to success on A-Level English Language, but are necessary for university and careers in Law, Teaching, Marketing, Publishing and more.

Please be aware that prep work is an important aspect of your induction onto all courses at Wilberforce Sixth Form College. Please have this ready to hand in during enrolment or to your course teacher in the first week of lessons.

Kind regards

Catherine Johnson

Faculty Head for Arts & Humanities

Task 1 - Research

Research how advertisements have portrayed women over the past 100 or so years and whether that portrayal has changed, either for better or worse, or whether attitudes have remained the same. I have provided some web-links to some interesting examples but it would also be good if you could hunt out some of your own.

<https://metro.co.uk/2018/12/14/sexist-adverts-show-men-struggling-house-work-women-unable-park-banned-8246343/>

<http://www.bbc.co.uk/newsbeat/article/40642732/is-it-always-illegal-to-kill-a-woman-and-other-shockingly-sexist-ads-from-the-past>

Task 2 - Create

Create a short booklet which gives examples of how ads have portrayed women with, perhaps, an ad on every page (maybe 8?) which you have annotated pointing out phrases, words, images of interest.

Task 3 - Question

Analyse, discuss and evaluate how women have been portrayed in advertisements from 1918 to the present day. Has the emergence of feminism and the push for equality been reflected in these portrayals or has the industry actively ignored these? Why do you think this is?