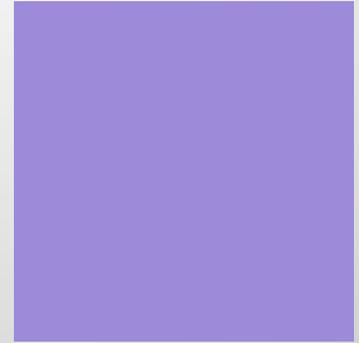




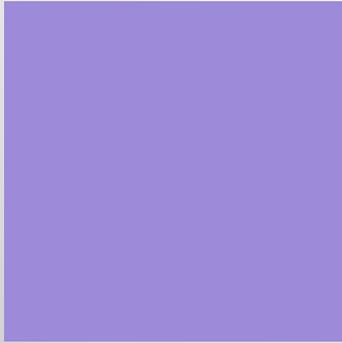
# Social Construction of Subjectivity

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# Social Construction of Subjectivity



- In our society, it is very common for advertisements (and many other texts) to use social subjectivity to better connect with an audience.
- This is effective because society places certain roles onto different people based on outward characteristics that, in reality, do not define an individual at all.
- However, simply growing up in a society molds individuals into accepting social subjectivities as they are even if one is not aware of this.
- Fortunately, new ways of thinking are emerging, such as Feminism, and people are starting to question such social subjectivity and pushing for a society of equality.
- To illustrate this phenomenon, I will analyze an advertisement and expose its social subjectivities.



# The Text

# Tequila Gavilan.<sup>®</sup>

One taste...and  
you're not a Gringo  
anymore.



## The Gavilan.45

It can end your boredom.

1 1/2 oz. Gavilan Tequila (at least).  
About a half can of beer. Some salt.  
Load a glass with ice. Pour in the Tequila.  
Top off with beer. Shake on a little salt  
... and sip. Bang! Goes the Gavilan .45.  
Want your own bullet cleverly disguised  
as a salt shaker? It's shiny nickel plated  
brass with a 27" chain.

Offer void where prohibited by law.  
80/86 Proof. Imported by Foreign Vintages, Inc.  
Great Neck, New York 11021. © 1975.

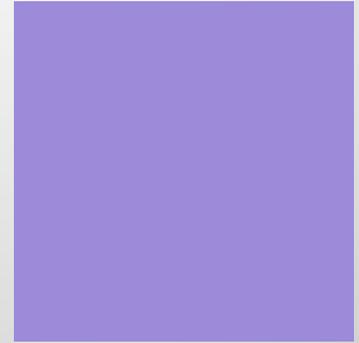
Send \$3.00 to: Gavilan .45, P.O. Box 33  
Brooklyn, N.Y. 11232  
You never know when  
you'll need one.



NAME \_\_\_\_\_ 139  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE \_\_\_\_\_ ZIP \_\_\_\_\_

# Significant Subjectivities

- Class is emphasized by the differences between the male and the female. The ad suggests that drinking the tequila will allow men to meet women who are of a higher class.
- Age is also highlighted by the differences between the male and the female. Again, the ad suggests that drinking the tequila will allow men to find women much younger than them.
- Race is stressed by the male and the description. The ad suggests the negative connotation of being a member of the Mexican race and gives a solution; drinking the tequila allows one to deviate from this criticism and break away from the stereotype.
- Gender is shown through the male and the female. The female is clearly sexualized while the male is left to enjoy her body and the tequila.



# Class

- This ad has a clear distinction between low class and high class.
- The male represents a lower class. This can be seen by his clothes and overall appearance. He is not well-kept and his clothes appear dirty and ragged. In addition, his smile and face give away that he is not used to having such a beautiful woman by his side with a glass of tequila in his hand.
- On the other hand, the woman represents a higher class. She appears cool and collected and looks exceptionally clean and put together. In addition, she is wearing nice jewelry and clothes and looks comfortable drinking her tequila.



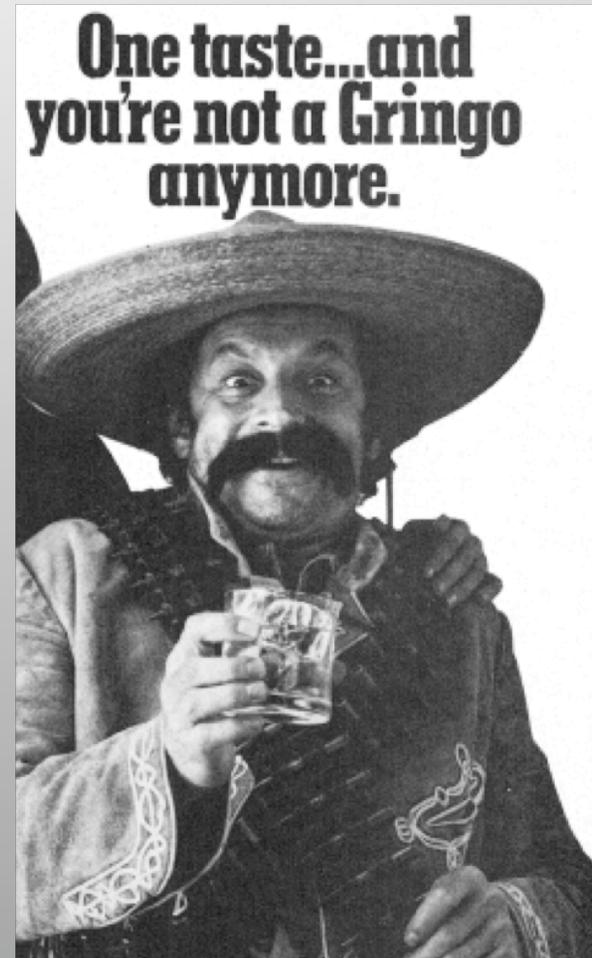
# Age

- Similar to class, this advertisement also has a clear distinction of age.
- The male is older than the female. This is represented by his wrinkles and mustache. Generally, that type of mustache is worn by older men. Additionally, his ragged clothing indicates an older age. Overall, his wrinkles are the best indication of his age.
- The female, though, is much younger than the male. Her long, fixed, dark black hair is one representation of her age. She does not have any indications of gray hair or wrinkles. Also, her black dress is low cut and very hip, representing a younger age.



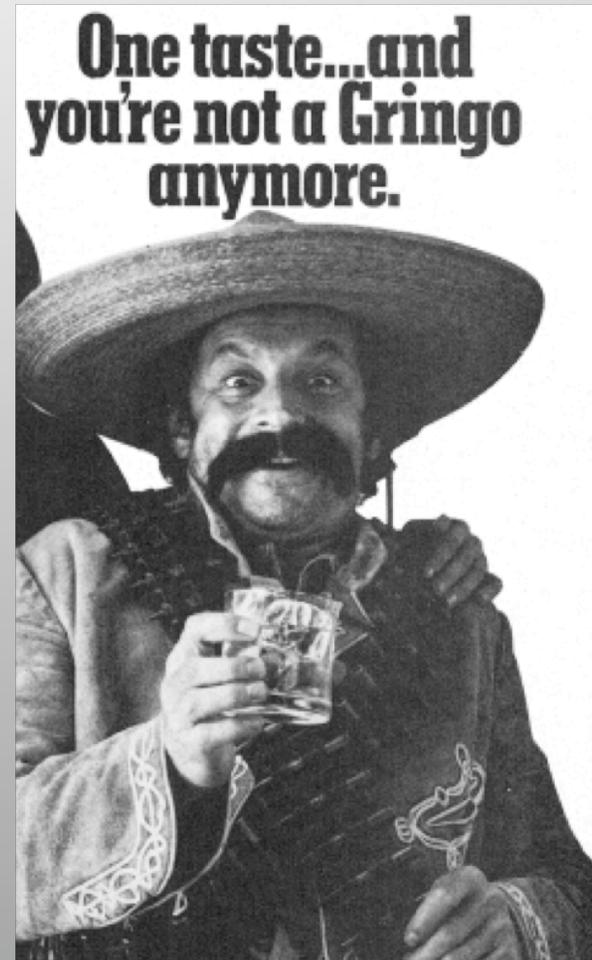
# Race

- Along with class and age, race is also an important distinction made within the ad.
- The male represents the Mexican race. His sombrero is the first indication of this. Sombreros are associated with the Mexican culture and, thus, him wearing one signifies that he is a part of that race. Furthermore, his mustache represents the Mexican race. Again, that type of thick mustache is generally worn by Mexican men. Finally, his clothing and overall appearance indicates his race. His clothing appears as if he has been fighting in an old Mexican war. The pattern and detail on the sleeves of his shirt help to show his culture. Even though the advertisement is in black and white and does not clearly show skin color, it can be concluded from just the male's appearance that his race is Mexican.



# Race

- However, there is another, more degrading and stereotypical indication of race in this advertisement as well. The text states, “One taste..and you’re not a Gringo anymore. In Spanish speaking nations, the word gringo simply means foreigner. In America, it is considered offensive and degrading, though. Nevertheless, the use of this word not only signifies the Mexican culture, but also implies that drinking the tequila will allow one to fit into society. Overall, this choice of word is very interesting because it is so offensive in the American society. But, it is an effective use of representing the Mexican culture and persuading viewers to buy the tequila to fit into society.



# Gender

- Finally, gender is clearly distinguished within the advertisement.
- The male is fully clothed and covered up. He is positioned in front of the female and has a grin on his face, signifying that he is very happy to be in her presence and his excited to see what will happen next.
- The female is also smiling, but in a much more seductive and secretive way. She is sexualized and objectified. This is accomplished by making her clothing much more revealing than his and she is standing up straight to better reveal her figure. She appears to be in the power position, domineering the male and there is a serious sexual undertone. She may appear to be in the power position, but the male is really holding the power. By drinking the tequila, he is able to find such a beautiful woman, who appears to be ready to please.



# Society's Roles Placed upon Individuals

- This advertisement promotes one role upon women, which is to be sexualized and only focused on outward beauty and one role on all individuals, which is to fit into society and to not deviate from what is considered normal.
- Sexualizing women is a dangerous thing. The woman in the ad is very beautiful; however, her picture has been retouched and she probably does not look much like that in real life. This gives other females an impossible expectation to live up to, which can cause serious self-confidence and image problems. In reality though, no women look as good as pictures represent.
- The other role, not deviated from society's norms, is also dangerous. First, drinking tequila and finding beautiful women is not even likely to happen. Also, individuals are inherently different and will have different views, ideas, looks, and morals. Being a "gringo" and not fitting into society is not necessarily a bad thing. In fact, for those who do not agree with society's values will find fitting into a specific norm can leave one feeling alone and uncomfortable. Rather than hiding differences, differences should be celebrated and encouraged.



# So ,what can be done about social subjectivities?

- Advertisements have such a large effect on people and society as a whole and some people never realize this.
- Because advertisements are so influential, the key to changing society's views and opinions about social subjectivities can begin with changing advertisements.
- Promoting equality for all, rather than using class, gender, race, age, the sexualization of women, and many other subjectivities, will start a change in society and the views and values held.
- However, that is just the beginning. Changing views about social subjectivity will be a long, hard process, that will continue to occur as news ways of thinking like Feminism are growing.

