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Breaking Ground Zero. Body, Beverage and Performance in Women's Advertising on Consumption

Many approaches to advertising discard an explicit focus on materiality. In a context of imageries that focus on alcohol beverage consumption, the multiplicity of physical aspects needs to be further investigated. In this paper, it will be pondered how more explicit ethical and political dimensions and values can be detailed and developed in analysing advertising. Especially imageries that address women's gendered beverage consumption will have a specific emphasis.

To be able to detail cultural understanding of beverage advertising, and to pin down some currently used cross-cultural references of advertising (such as references on sexuality and skin colour), the analysis will systematize material frames of images. Griselda Pollock (1988) suggests a method for reading empirical material from a feminist standpoint. Following her example, the advertising can be viewed as visual fields that constitute not only their physical frames, and particular looks that address our interest as viewers, but they also disrupt, point to the gaps between, and speak to new pleasures, which signify both psychological and political realms. This presentation will introduce methodology in reading the advertising, and it will include samples of images on women's beverage consumption, and their material aspects and performance.