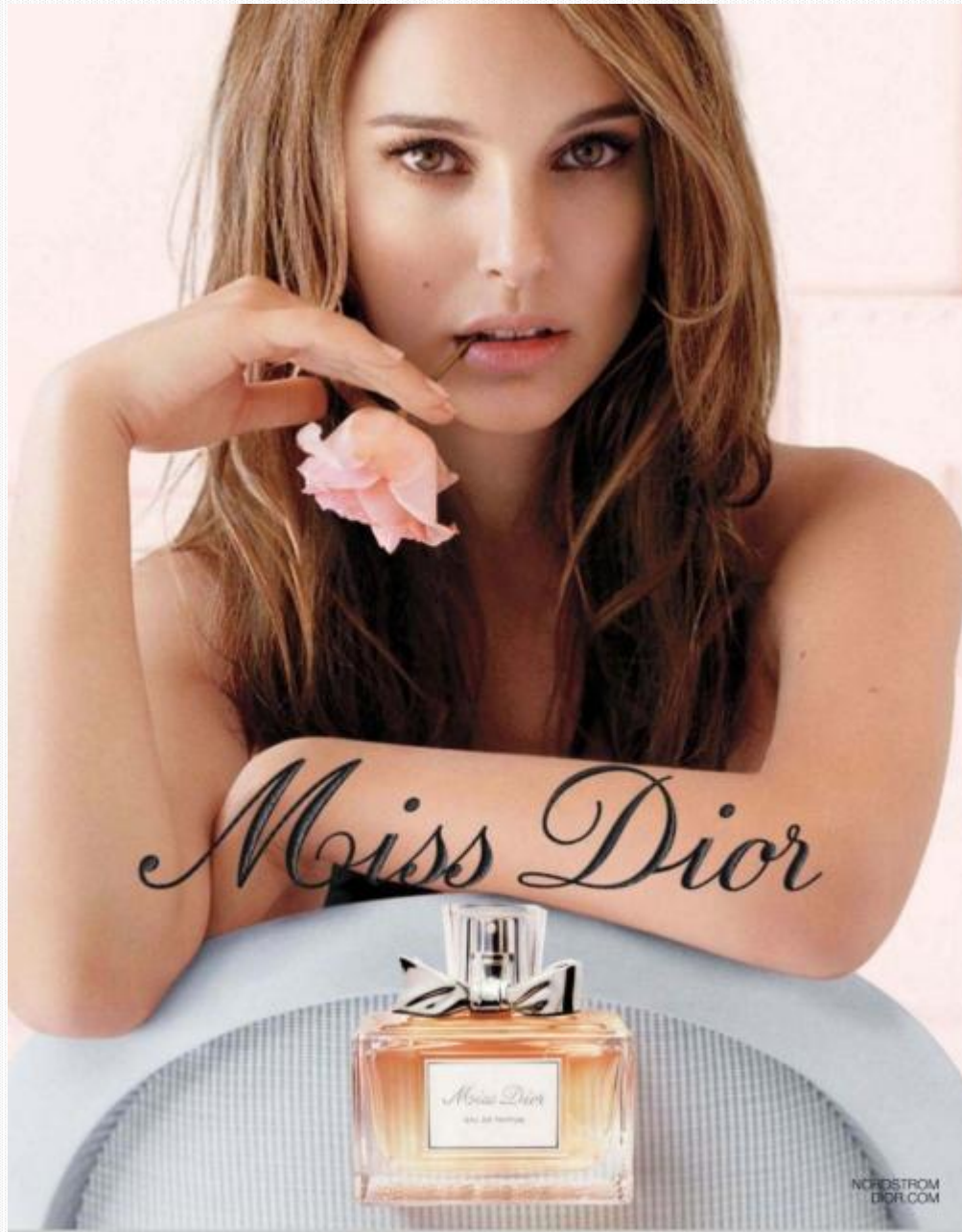




ГЕНДЕРНЫЕ ОБРАЗЫ В РЕКЛАМЕ

Выполнила:
Студентка 2 курса группы СР-132
Орлова Мария







Calvin Klein
collection



FAIRY LIQUID

I HARDLY EVER
BUY IT!



The reason is simple. Fairy liquid lasts a very long time. In fact it lasts 50% longer than the next best selling brand. So as your mother and grandmother knew before you, a little goes a very long way.

TRUST FAIRY CLEANING POWER



TRUST FAIRY VALUE!



Under andra halvåret 1964 introducerades dammsugaren LUXOMATIC. Speciellt att uppmärksamhet väckte de tre automatiska funktionerna: den självställda dammskallaren, den automatiska kabeltrindaren och dammsindikatorn, som ger signal, när behållaren fylls.





ЗАБУДЬ
О ПРАВИЛАХ -
ИСПОЛЬЗУЙ

kotex®



УНИКАЛЬНЫЙ
FAST ABSORB™
ЦЕНТР







*****  *****

**ПРОБУДИ В СЕБЕ
ХИЩНИКА**

***** *Old Spice* *****





The new fragrance for men
DOLCE & GABBANA
the one gentleman

ANTONIO MACCALUSI

A black and white advertisement for Dolce & Gabbana's 'The One Gentleman' fragrance. It features a man in a tuxedo adjusting his bow tie. A small bottle of the fragrance is shown in the bottom right corner. The text 'The new fragrance for men' is above the brand name 'DOLCE & GABBANA' and the tagline 'the one gentleman'. The name 'ANTONIO MACCALUSI' is in the top right corner.



ARMANI
code
the ultimate code of seduction for men

GIORGIO ARMANI

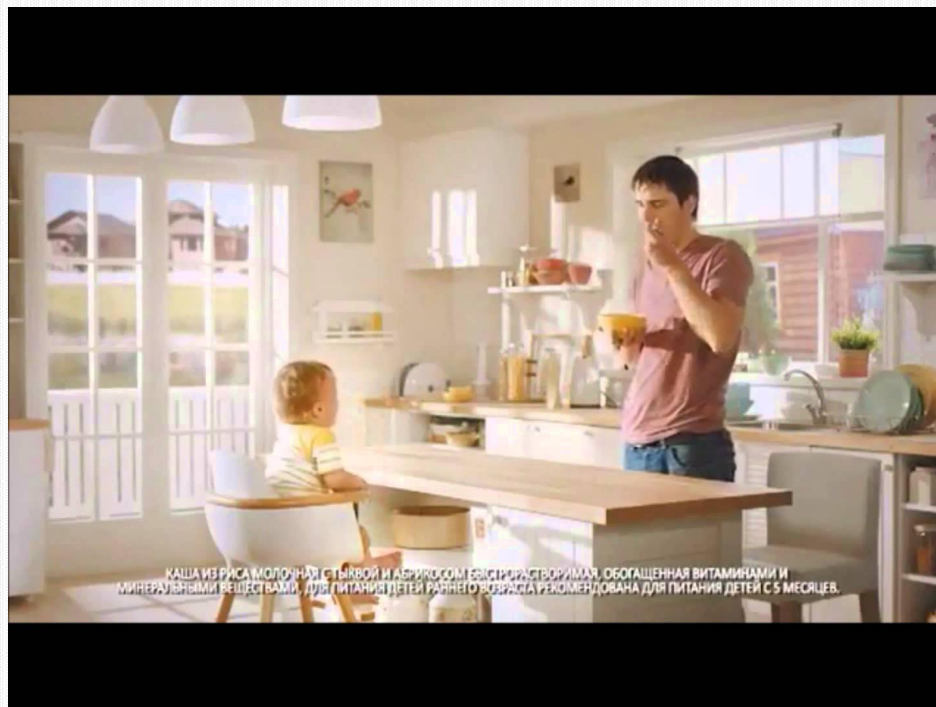
ARMANI
code

© 2011 Giorgio Armani Parfums S.p.A.

A black and white advertisement for Giorgio Armani's 'Armani Code' fragrance. It features a man and a woman in a close embrace. A bottle of the fragrance is shown in the bottom right corner. The text 'ARMANI code' is prominently displayed in the center, with the tagline 'the ultimate code of seduction for men' below it. The name 'GIORGIO ARMANI' is at the bottom. The name 'ARMANI code' is also on the bottle. A small copyright notice '© 2011 Giorgio Armani Parfums S.p.A.' is on the left side.









Gawk responsibly.

Introducing the Stateline. A new progressive retro-style cruiser from Honda. Stateline sits long and low with raked-out forks. Classic full fenders hugging fat front and rear tires. And a 1312cc V-twin engine. Want a touring-equipped custom? Then check out the new Interstate™. Both models will grab your attention. Just don't stare too long.



Gawk Honda.com BE A RESPONSIBLE RIDER. ALWAYS WEAR A HELMET, EYE PROTECTION AND PROTECTIVE CLOTHING. NEVER RIDE UNDER THE INFLUENCE OF DRUGS OR ALCOHOL. AND NEVER USE THE STREET AS A RACETRACK. OBEY THE LAW AND READ YOUR OWNER'S MANUAL THOROUGHLY. INTERSTATE™, SABRE™ and FURY™ are trademarks of Honda Motor Co., Ltd. ©2010 American Honda Motor Co., Inc. (4/10)





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