

BIBLIOGRAPHY

- Anantaguna, Firda. (2020). *Language and Gender Discrimination in American Printed Advertisements During 1940s-1970s*. State Islamic University Sunan Kalijaga, Yogyakarta. Pp. 1-95.
- Angyal, Andras, M.D. (1953). *Evasion of Growth*. American Journal of Psychiatry, Vol. 110(5), pp. 61-358.
- Belkaoui, A. & Belkaoui, J. M. (1976). *A Comparative Analysis of The Roles Portrayed by Women in Print Advertisements: 1958, 1970, 1972*. Journal of Marketing Research. Pp. 168-172.
- Bateson, Gregory., and Mead, Margaret. (1942). *The Balinese Character*. New York: New York Academy of Sciences. Pp. 1-99
- Boddewyn, J. & Kunz, H. (1991). *Sex and Decency Issues in Advertising: General and International Dimensions*. Texas: Business Horizons, Elsevier. Vol. 34(5), pp. 13-20.
- Brierley, S. (1996). *The Advertising Handbook*. London: Routledge. Pp. 1-320.
- Catt, Courtney. (2014). *Trapped in the Kitchen: How Advertising Defined Women's Roles in 1950s America*. University of Baylor, Texas. Pp. 1-79.
- Chafe, William H. (2007). *A History of Our Time: Readings on Postwar America*. New York: Oxford University Press. Pp. 1-506.
- Cortese, A. J. (2004). *Provocateur: Second Edition*. Lanham: Rowman & Littlefield Publishers, Inc. Pp. 57-89.
- Courtney, A.E., & Whipple, T. W. (1985). *Female Role Portrayals in Advertising and Communication Effectiveness: A Review*. Journal of Advertising, Vol. 14(4-8), pp. 16-17.

- Creswell, J. W. (2012). *Educational Research: Planning, Conducting, Evaluating, Quantitative and Qualitative Research*. U.S.A.: Pearson Education Inc. Pp. 1-650
- Creswell, J. W. (2014). *Research Design, Qualitative, Quantitative, and Mixed Methods Approaches*. U.S.A.: Sage Publications. 1-40
- Dover, Nathan. (2021). *A Critical Discourse Analysis of Vintage American Airlines Advertisements. Language Literacy: Journal of Linguistics, Literature and Language Teaching*. University of New England, Australia. Pp. 1-9.
- Fairclough, N. (1989). *Language and Power*. London: Longman. Pp. 1-259.
- Ferguson, J. H., Kreshel, P. G., & Tinkham, S.F. (1990). *In The Pages of Ms.: Sex Role Portrayals of Women in Advertising*. Journal of Advertising. Vol. 19(1), pp. 40-51.
- Fluck, Winfried. (2003). *Theories of American Culture, Theories of American Studies*. Tübingen: Gunter Narr Verlag. Pp. 1-341.
- Freud, Sigmund. (1915). *The Unconscious*. London: Hogarth. Pp. 159-215.
- Fredrickson, B. L., & Roberts, T. (1997). *Objectification Theory: Toward Understanding Women's Lived Experiences and Mental Health Risks*. Psychology of Women Quarterly. Pp. 173-206.
- Friedan, Betty. (1963). *The Feminine Mystique*. New York: W.W. Norton & Company. Pp. 15-34.
- Friedan, Betty. 1997 [1963]. *The Feminine Mystique*. New York: W.W. Norton & Company. Pp. 1-452.
- Fowles, J. (1998). *Advertising's Fifteen Basic Appeals. Common Culture: Reading and Writing about American Popular Culture*. U.S.A.: Prentice-Hall. Pp. 73-76.

- Gerbner, G. (1998) *Cultivation Analysis: An Overview*. Mass Communication and Society. Temple University, Philadelphia. Pp. 175-194.
- Goffman, E. (1979). *Gender Advertisements*. New York: Harper and Row Publishers. Pp. 1-84.
- Gornick, V. (1979). *Introduction*. In Erving Goffman, *Gender Advertisements*. New York: Harper and Row Publishers. Pp. vi-ix.
- Gutek, B. A., Cohen, A. G., & Konrad, A. M. (1990). *Predicting Social-Sexual Behavior at Work: A Contact Hypothesis*. *Academy of Management Journal*. Vol. 33(3), pp. 560-577.
- Gutek, B. A., & Morasch, B. (1992). *Sex Ratios, Sex-Role Spillover and Sexual Harassment of Women at Work*. *Journal of Social Issues*. Pp. 97-115.
- Harvey, Brett. (2002). *The Fifties: A Women's Oral History*. Lincoln: ASJA Press. Pp. 1-256.
- Herlihy-Mera, Jeffrey. (2018). *After American Studies: Rethinking the Legacies of Transnational Exceptionalism*. London: Routledge. Pp. 1-187.
- Hill, D. D. (2002). *Advertising to the American Woman: 1900-1999*. Columbus: Ohio State University Press. Pp. 1-329.
- Hilton, M. (2007). *Consumers and the State since the Second World War*. *Annals of the American Academy of Political and Social Science of Consumption/The Consumption of Politics*. U.S.A.: Sage Publications, Inc. Pp. 1-267.
- Holt, Jennifer. (2014). *The Ideal Woman*. U.S.A.: Cedar Fort, Inc. Pp. 1-5.
- Kammen, M. (1999). *American Culture, American Tastes: Social Change and the Twentieth Century*. New York: Knopf. Pp. 1-352.
- Komisar, L. (1971). *Woman in Sexist Society. The Image of Woman in Advertising*. New York: Basic Books, Inc. Pp. 1-515.

- Lakoff, Robin. (1973). *Language and Women's Place*. Cambridge: Cambridge University Press. Vol. 2(1), pp. 45-80.
- Lamb, V. M. (2011). *The 1950's and 1960's and the American Woman: The Transition from the "Housewife" to The Feminist*. HAL open science. Pp. 1-105.
- Lewis, A. (2012). *Fact Before Fiction: Advertising in the 1930s to 40s*. University of South Florida Sarasota-Manatee, United States of America. Pp. 13-15.
- Lindquist, J. D., & Sirgy, M. J. (2006). *Shopper, Buyer, and Consumer Behavior: Theory, Marketing Applications and Public Policy Implications*. U.S.A.: Atomic Dog Publishing. Pp. 1-751.
- Lister, Jenny. (2006). *Swinging Sixties*. London: V&A Publications. Pp. 1-128.
- Maragou, Helena. (2000). *American Studies and Gender Issues in an International Classroom*. U.S.A.: Mid-America American Studies Association. Vol. 38(3), pp. 55-62.
- Marchand, R. (1986). *Advertising the American Dream: Making Way for Modernity 1920-1940*. Berkeley: University of California Press. Pp. 1-472.
- Martin, B. J. (2006). *The Process: From Nationalisms to Transnationalism. Media and Cultural Studies: Keywords*. U.S.A.: Blackwell Publishing. Pp. 626-657.
- Marx, Leo. (1964). *The Machine in the Garden : Technology and the Pastoral Ideal in America*. New York: Oxford University Press. Pp. 1-392.
- McArthur, L.Z., & Resko, B.G. (1975). *The Portrayal of Men and Women in American Television Commercials*. *The Journal of Social Psychology*, (97), pp. 209-220.
- Milford-Cottam, Daniel. (2018). *Fashion in the 1970s*. Oxford: Shire Publishing. Pp. 1-64.

- Nelson, M. & Paek, H. (2005). *Cross-Cultural Differences in Sexual Advertising Content in a Transnational Women's Magazine*. *Sex Roles: A Journal of Research*, 53(5–6), pp. 371–383.
- Nicole, De Luca. (2019). *Offensive Advertising with Sexist Appeal: An Analysis Between Two Generations*. Ca' Foscari University, Venice. Pp. 1-88.
- Nixon, S. (1997). *Exhibiting Masculinity. Representation: Cultural Representations and Signifying Practices*. U.S.A.: Sage Publications, Inc. Pp. 291-336.
- Pollay R. W. (1985). *The Subsiding Sizzle: A Descriptive History of Print Advertising, 1900-1980*. U.S.A.: Sage Publications, Inc. Pp. 24-37.
- Prichard, I., & Tiggemann, M. (2005). *Objectification In Fitness Centers: Self-Objectification, Body Dissatisfaction, And Disordered Eating in Aerobic Instructors and Aerobic Participants*. *Sex Roles: A Journal of Research*, Vol. 53(1), pp. 19-28.
- Quinn, B. A. (2002). *Sexual Harassment and Masculinity: The Power and Meaning of "Girl Watching."* *Gender & Society*, Vol. 16(3), pp. 386-402.
- Sivulka, J. (2009). *Ad Women: How They Impact What We Need, Want, and Buy*. U.S.A.: Prometheus Books. Pp. 1-415.
- Sloan, L. B. (2011). *Fashion and Cosmetic Advertising in Three Magazines in the 1950s: How Advertising Shaped Societal Expectations of Beauty*. Union College - Schenectady, New York. Pp. 1-90.
- Smith, H. N. (1950). *Virgin Land: The American West as Symbol and Myth*. Cambridge: Harvard University Press. Pp. 1-305.
- Strasser, S. (1989). *Satisfaction Guaranteed: The Marketing of the American Mass Market*. New York: Pantheon Books. Pp. 1-339.

- Sugiyono. (2015). *Metode Penelitian Kombinasi (Mix Methods)*. Bandung: Alfabeta. Pp. 1-644.
- Swim, J. K., & Hyers, L. L. (2009). *Sexism. Handbook of Prejudice, Stereotyping, and Discrimination*. Washington, DC: Psychology Press. Pp. 315-505.
- Tania, Tan Flower. (2017). *The Images of Women in Lux Advertisements Before 1960s: Betty Friedan's Criticism on Women's Images*. Soegijapranata Catholic University, Semarang. Pp. 1-45.
- Thompson, M. J. (2000). *Gender in magazine advertising: Skin sells best*. U.S.A.: Sage Publications, Inc. Pp. 178-181.
- Tumpich, Janet L. (2017). *Advertisements and Social Appeal: Reshaping of the Twentieth Century American Woman*. Dominican University, California. Pp. 1-26.
- Yin, R. K. (2009). *Case Study Research: Design and Methods Fourth Edition*. U.S.A.: Sage Publications, Inc. Pp. 1-219.
- Young, William H, and Nancy K. Young. (2004). *The 1950s*. Wesport: Greenwood Press. Pp. 1-348.
- Zimmerman, A., & Dahlerg, J. (2016). *The Sexual Objectification of Women in Advertising: Contemporary Cultural Perspective*. Canisius College, Jakarta. Pp. 71-79.

Websites:

Figure 1. 1950. Van Heusen: Man's World Ties.
<<https://www.glamour.com/gallery/six-sexist-vintage-ads-get-a-feminist-makeover-for-womens-history-month>>

Figure 2. 1951. Van Heusen: Van Gabs. <<https://www.vintag.es/2022/08/van-heusen-ads.html?m=1>>

Figure 3. 1950. Van Heusen: Van Chick. <<https://www.vintag.es/2022/08/van-heusen-ads.html?m=1>>

Figure 4. 1951. Van Heusen: Jungle Print. <<https://www.vintag.es/2022/08/van-heusen-ads.html?m=1>>

Figure 5. 1950. Mr. Leggs: It's nice to have a girl around the house.
<<https://rarehistoricalphotos.com/offensive-sexist-vintage-ads/>>

Figure 6. 1957. Du Pont: Tip for summer travelers.
<<https://www.ghostofthedoll.co.uk/retromusings/du-pont-dacron-orlon-menswear-adverts-1956-1958-mens-legs/>>

Figure 7. 1957. Du Pont: Cool way to stay neat all day.
<<https://www.ghostofthedoll.co.uk/retromusings/du-pont-dacron-orlon-menswear-adverts-1956-1958-mens-legs/>>

Figure 8. 1958. Du Pont: 4 Minutes.
<<https://www.ghostofthedoll.co.uk/retromusings/du-pont-dacron-orlon-menswear-adverts-1956-1958-mens-legs/>>

Figure 9. 1958. Du Pont: Ready to go.
<<https://www.ghostofthedoll.co.uk/retromusings/du-pont-dacron-orlon-menswear-adverts-1956-1958-mens-legs/>>

Figure 10. 1959. Drummond: Men are better than women.
<<https://www.vintag.es/2021/10/1959-drummond-sweaters-ad.html?m=>>>

Figure 11. 1960. Mr. Leggs: Good thing he kept his head.
<<https://www.thesun.co.uk/news/5371289/retro-sexist-ads-have-gender-roles-reversed-in-modern-day-makeover/>>

Figure 12. 1965. Drummond: Some guys just talk about it.

<https://www.alamy.com/vintage-september-1965-playboy-magazine-issue-advert-usa-image456245801.html>

Figure 13. 1960. Harris: The strenuous action.

<https://www.popsugar.com/love/photo-gallery/30691075/image/30691114/Slacks-fit-all-kinds-strenuous-action>

Figure 14. 1960. Broomsticks: Dynamite. <https://www.vintag.es/2016/09/the-game-is-broomsticks-creepy-and-rape.html?m=1>

Figure 15. 1963. Ban-Lon: His shirts and his girls. <https://flashbak.com/swinging-sixties-menswear-adverts-for-amorous-playboys-28182/>

Figure 16. 1964. Van Heusen: 417. <https://flashbak.com/swinging-sixties-menswear-adverts-for-amorous-playboys-28182/>

Figure 17. 1966. Tads: Nice things happen to guys.

<https://flashbak.com/swinging-sixties-menswear-adverts-for-amorous-playboys-28182/>

Figure 18. 1967. Drummond: The sweaters and female model.

<https://rarehistoricalphotos.com/offensive-sexist-vintage-ads/>

Figure 19. 1967. Broomsticks: Ring around Rosie. <https://flashbak.com/swinging-sixties-menswear-adverts-for-amorous-playboys-28182/>

Figure 20. 1967. Broomsticks: Paula. Or Jean. <https://flashbak.com/swinging-sixties-menswear-adverts-for-amorous-playboys-28182/>

Figure 21. 1968. Harris: Get what you've always wanted.

<https://flashbak.com/swinging-sixties-menswear-adverts-for-amorous-playboys-28182/>

Figure 22. 1968. Drummond: Look good around girls.

<<https://flashbak.com/swinging-sixties-menswear-adverts-for-amorous-playboys-28182/>>

Figure 23. 1970. Angels Flight: Heavy Hitter. *<<https://www.vintag.es/2016/09/34-super-sexy-mens-fashion-ads-for.html>>*

Figure 24. 1970. Angels Flight: Ladies' Choice. *<<https://www.vintag.es/2016/09/34-super-sexy-mens-fashion-ads-for.html>>*

Figure 25. 1970. Hardwick: Stay cool and disciplined. *<<https://www.vintag.es/2016/09/34-super-sexy-mens-fashion-ads-for.html>>*

Figure 26. 1970. Hardwick: Meet the grueling high-speed test. *<<https://www.vintag.es/2016/09/34-super-sexy-mens-fashion-ads-for.html>>*

Figure 27. 1974. Weyenberg Massagic. *<<https://www.vintag.es/2022/08/keep-her-where-she-belongs.html>>*

Figure 28. 1970. Bass Tacks. *<<https://www.vintag.es/2016/09/34-super-sexy-mens-fashion-ads-for.html>>*

Figure 29. 1970. Interwoven: The man who plays to succeed. *<<https://www.vintag.es/2016/09/34-super-sexy-mens-fashion-ads-for.html>>*

Figure 30. 1970. Interwoven: The man who knows to put his feet up and relax. *<<https://www.vintag.es/2016/09/34-super-sexy-mens-fashion-ads-for.html>>*