

Gender Roles and Yankee Candles



In light of our society's tendency to "gender" *everything*, I want you to come up with and design *at least 2 new* Yankee Candle (or some similar candle design) scents where each is specifically marketed for either "him" or "her". You can do a mix for candles "for him" and "for her" or focus on 1 gender. **This is an exercise in satire- we want these to be absurdly gendered candles** (something so ridiculous you can't help but laugh at it). The candles should be well thought out, nicely produced, and speak to the social construction of gender and gender roles.

Instructions:

- (1) Think of 2 scents (fragrances) that would work for this assignment. You can focus on gendered items, gendered events, or even sociological concepts related to gender. Do not take my examples or fragrances which already exist. Be creative here and go for humor! (*But keep it classy*).
- (2) Make your Yankee Candles:
 - a. The easiest way to go about this to use the "Personalized Candles" option on Yankee Candle's website, available here: <https://www.yankeecandle.com/personalizedcandles> Or try other sites like Etsy or Bed, Bath, and Beyond <https://www.bedbathandbeyond.com/store/s/personalized-candles>
 - b. You may want some more creative freedom than these sites offer. I've used the Photo app to simply cut and paste and rearrange images and text. You can use whatever program or app you'd like, however, each candle needs to have the following:
 - i. Select a fitting candle color (Googling "Yankee Candle" will provide you with tons of images you can easily work with, but pick a base candle color that would work for your scent).
 - ii. Put the name of your scent in the white-ribbon box below the candle's image as it would normally be found. Please use a similar font style to **make it look as real as possible**.
 - iii. Select an image that represents the scent you chose and place it on the label so (again) it looks like a regular Yankee Candle (see my examples if you're confused).

Repeat these steps until you have 2 absurdly gendered Yankee Candles. The only 2 things we are actually changing are on the label- the label's image and name. Other apps you can do this assignment in include Microsoft Word, PowerPoint, Publisher, Pages, or online editors like [Canva](#), [GIMP](#), or [Pixlr](#) (there's lots more, these are just examples).

- (3) In your reflection assignment, discuss the following:
 - a. What specific aspects of gender role socialization do your candles represent?
 - b. Explain how your candles capture the act of "doing gender" masculinity or femininity.
 - c. How does your satire reflect specific aspects gender has on one's life chances?
 - d. Express some of your thoughts and experiences while completing this assignment. Was it enjoyable? Why or why not? Personally speaking, how do you think visual social satire can enhance our understanding of gender without reinforcing harmful stereotypes or the rigid gender binary?

- (4) Save the images of your candles and your reflection into **1 single document/file**.
- (5) Submit the file containing the images and reflection via Canvas.
- (6) Although not a requirement, please consider using our Summer SOC 200 Gender Roles and Candles Padlet to post your images and to vote on your favorites. Although its not necessary to create a Padlet account to post or to vote, please include your name when posting your candles and commenting on others. Keep images appropriate, PG-13 for public posting.

