

Gender Roles and Yankee Candles

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The gendered Yankee candles represent important aspects of gender role socialization that are required among both males and females. Firstly, the candles reflect the social expectations on how each gender should behave in society. Society has certain expectations for males and females as they socialize together in the community. The candles also represent the aspect of cultural norms that provides a guided behavior of people within social groups. The scent and pictorial depiction of each candle demonstrate the rules and shared expectations by members of society towards a specific gender. Besides, the candles signify the social values that provide orientation to different genders. The candles act as a guideline that guides men and women on how to conduct themselves in a social system with respect to the value placed on their masculinity and femininity. It also develops appropriate attitudes and personality required among men and women.

Each specific Yankee candle captures the act of doing gender perfectly. Male masculinity emphasizes on toughness and strength of men to prepare them as breadwinners in their families. This aspect is captured in the “Jamaican Sweat” candle that depicts a man engaging in physical exercise. To fulfill their personal and family desires, men must sweat as demand by the society rules. The second candle titled “Protein Powder” also captures the need for physical strength through acquiring protein to build body muscle. For example, as a man, the Jamaican ethnic rules expects me to perform tough tasks in my household hence requiring proper nutrients for bodybuilding. Doing gender is also captured in the “Shopping Spree” candle that demonstrates feminine expectations of performing household chores. Society expects women to buy household items that include clothes and other family shopping. The vanilla scent in the third candle is largely regarded as feminism.

The satire demonstrated in the Yankee candles reflects gendered aspects that shape the life chances of each gender. The most significant aspect entails upbringing and gender-based schooling in society. For example, having the expectations of a tough and strong man will strengthen life opportunities for men compared to women. Men may have a better upbringing and schooling to meet the social expectations of being a family leader. The use of protein powder acts as a manifestation of increased male expression than women's expression in society. This makes men easy to get job opportunities and other aspects that strengthen their life chances. Finally, the stereotypical perception of women as being responsible for family shopping and house activities increases bias and discrimination against them. Gendered discrimination can compromise life chances for women and make them vulnerable in society.

The assignment has been enjoyable and acts as an eye-opener concerning gender stereotypes that are common in society. I believe visual social satire provides a perfect resource that can be used to create awareness in the society against harmful practices and gender expectations that adversely affects the life chances of a specific gender. For example, the Yankee candles above depict biased and discriminatory social expectations and norms that uplifts men and downgrades women. The visual satire can help people understand various aspects of gender without bringing out the rigid ideas of masculinity and femininity. Besides, it can empower the next generation to provide alternative gender expectations and develop new attitudes on how men and females should behave in society. This includes new character traits and behaviors that reflect new dynamics in contemporary society.



