Vithèque
La collection
de Vidéographe

“FEMMES SOYEZ…” : ÉPITRE DE ST-PAUL

DIRECTOR
Carmen Lapchuk

DURATION
4:50

YEAR
1973

ORIGINAL LANGUAGE
French

CATEGORY
Video Art



DESCRIPTION
To the tune of *Vive la Canadienne*, a voice sings «Vive la ménagère» ("Long Live the Housewife") while excerpts from advertisements show women serving men and children, cleaning, and making themselves beautiful. The images appear in rapid succession and are synchronized with the lyrics of the song. This creates a feeling of alienation which ironically denounces feminine stereotypes and the conditioning that women are subjected to by advertising.

WARNING
The quality of this video varies due to older technologies and image degradation.

IMAGE FORMAT
4:3

SOUND
Mono

SHOOTING FORMAT
Betacam

FURTHER INFORMATION

Alary Lavallée, Julie. "De la bible à la télé : Femmes soyez de Carmen Lapchuck", *.dpi - Feminist Journal of Art and Digital Culture*, 2014-2015.

KEYWORDS
Sexism, Women, Femininity, Advertisement, Stereotypes

THEMES
Identity
Family
Society