

## “FEMMES SOYEZ...” : ÉPITRE DE ST-PAUL

**DIRECTOR**

Carmen Lapchuk

**DURATION**

0:04

**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

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**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  
Technology and medias  
Family  
Society