

“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

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