This is a metacognitive walkthrough and reflection of my process for preparing for an application analysis presentation. I used the Culture chapter from the Henslin textbook.

**#1**. As I am reading I let my mind wander. There were numerous times while I was reading that I thought, "That reminds me of …" with either a personal experience or something I had heard about.

- I jotted these down. I also noted page numbers so that I could go back and review the concepts/ideas/examples in order to be able to review and explain it.

Here were my initial notes:

**Concept:** Dancing with the dead (pg. 42)
**Application:** Ebola issue and problematic burial customs

**Concept:** Sapir-Whorf Hypothesis (pgs. 49-50)
**Application:** UNH anti-bias language guide, people who use "different" pronouns

**Concept:** cultural standards of beauty (pg. 44)
**Application:** skin color and beauty in the U.S., e.g. lighter skinned black Americans making it as models/actors/etc.

**Concept:** cultural lag and cultural change (pg. 61)
**Application:** mother of murder victim advocating for expanding who gets DNA data collected by government; her argument was that we take fingerprints, IDs, and other sources of identifiers, but law enforcement practices have not kept up with technology.

**#2. Next I need to brainstorm and find the piece of media I will use.**

There are two main ways to decide on my concept and media selection.

A: I can choose my concept first. I chose from my list of brainstormed concepts.

**Concept:** cultural standards of beauty (pg. 44)
**Application:** skin color and beauty in the U.S., e.g. lighter skinned black Americans making it as models/actors/etc. and darker-skinned black Americans not being included.

I decided that I wanted to find an advertisement. I searched google images using the keywords advertisement and models. This is what Blackboard suggested I do to find an advertisement. I looked through and found a couple examples on the first page of what I was looking for. If I had not found it, I would have added another keyword or tried different keywords (maybe I could have added multiracial).



This is a Victoria Secret models photo.
I need to make sure I know where this photo came from so I can provide the appropriate bibliographic information for it later.
http://wallpaperswide.com/victoria_secret_models-wallpapers.html

B: The other way to approach this assignment is to look through media at various advertisements (or news articles, or blog posts, etc.). As I do this I can think about whether they relate to culture until I find one that I think does a good job.

I went to the webpage listed on Blackboard for historical advertisements.
Many of them had a connection to culture. I chose this advertisement, which on the website I can see enlarged in high quality. It is from 1942.

A few of my thoughts when I saw this was 1) I notice she is wearing red, white, and blue and the poster in the background says "by a share in America" and they are calling her hairdo "Americana." They are trying to inspire me to feel like buying this shampoo from this private company is a patriotic act. This also makes sense in the context of 1942 being during World War II. I notice that they have a statistic – that it reveals up to 33% more lustre – which reminds me of the power of science and rationalism – quantitative facts that are supposedly objective – in our society. I notice there is a lot of text; perhaps people had longer attention-spans overall back then as well without as much digital stimulation as we have today. I also notice that it speaks to both beauty and simplicity and ease – the idea that a housewife who may be overwhelmed with all she has to do can buy something that will make her hair (but maybe also her life) "easier to manage."

Again, I recorded the URL so I can properly cite the advertisement.
http://library.duke.edu/digitalcollections/adaccess_BH0318/

**#3. Next I submitted the advertisement I had selected to the discussion board, along with its corresponding URL.**

I decided to go with the contemporary advertisement (for Victoria's Secret).

**#4. Finally, I prepared for my informal class presentation.**

I took and revised notes to use during class. These notes:
- Summarized the media item I selected,
- Explained the sociological concept it demonstrates, **and**
- connected the media item I selected to the sociological concept.

*Summary of the advertisement:*
- Advertisement of models for the lingerie company Victoria's Secret
- Eight models posing in their underwear
- All extremely skinny and have make-up, styled long hair, long legs, and a good deal of cleavage
- All are looking out at the person seeing the advertisement and are not looking at or interacting with each other
- None have a very aggressive stance
- Two of the eight models appear to be persons of color, with the rest being white
- The non-white models are still pretty light-skinned, almost like a deeply tanned white person
- There is also a lot of light shining on them that makes their features lighter

*Explanation of sociological concept:*
- Culture distorts our perceptions of beauty.
- According to Henslin (pg. 44), different cultures have different standards of beauty.
- People present themselves in different ways in order to make themselves beautiful within their cultural context.

*Connection between advertisement and concept:*
- Picture reflects American ideals of beauty.
- I'm focusing on color.
- U.S. context - whiteness is valued.
- Not the pale whiteness of the Victorian era where the wealthy did not have to work outdoors, but the tanned whiteness where the wealthy have the leisure to spend time outdoors.
- Whiteness also has an impact on people of color. When black people make it big in politics, acting, modeling, etc., they are usually lighter skinned black people. In experiments, young black girls when given a choice between a white doll and a black doll often choose the white doll. Racism results in an internalized sense of superiority for white people and inferiority for people of color. Being lighter-skinned makes one closer to passing as white. I have black friends who have

talked about how this discrimination even exists within their own family – how a darker skinned family member will be told she is ugly because she is too dark or has features that are considered too stereotypically "African."

- This advertisement reflects and reinforces the idea that beautiful women are light-skinned, regardless of whether their race is black or white.