

**What:**

This is a flyer that deals with the issue of pay equality between men and women, it was probably taken from an Australian Internet website www.eoac.vic.ov.au.

Where:

The scene with the photo of the two children takes place on a black background presumably in a photo studio.

When:

The document is concerned with a modern issue and we can see that the Internet existed, so it took place within the past 20 years.

Who:

The different characters are two children, one boy and one girl, a brother and his older sister. The boy is smiling and the girl is pulling a face.

Summary:

This advertisement fights against the inequalities between men and women at work, especially concerning their wages (salaries) because nowadays women are still earning less money than men for the same job. This seems to be an important issue in Australia.

Parts:

The advert can be divided into two parts, the first one is in the top left hand corner and consists in a text and the second one, in the bottom right hand corner, is the photo of the brother and sister.

Analysis:

By publishing this ad the Equal Opportunity Commission Victoria wants to suggest that equality between men and women must be respected because nowadays men are still earning more money for the same job than women. What is more is that during a day, women typically work more than men because when they go back home they have more work to do, often without the help of their husband. Such chores include doing the dishes, washing the clothes - even if nowadays we have washing machines - doing the cooking, ironing the clothes, taking care of the kids, dropping them at school, and cleaning the house, enough to become a desperate housewife!

React:

What I find the most unpleasant is that sometimes you can think that women are treated like slaves.