

Rosie The Riveter Lesson

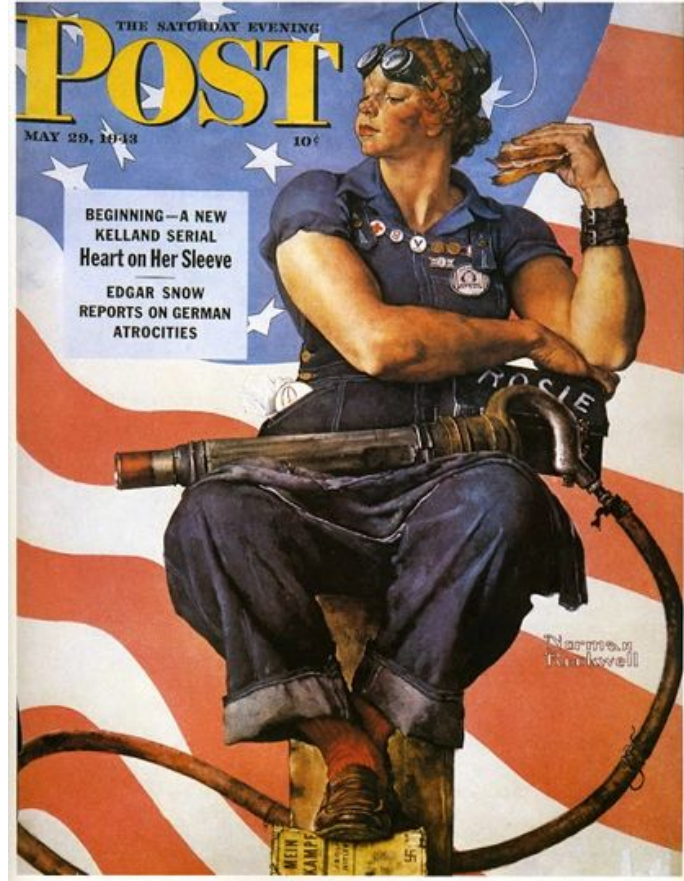
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More Feminine Version



Both
created by:
Norman
Rockwell in
1942

More Masculine Version



Why She Was Created?

Rosie was created to help get women to work in the shipyards and factories for when the men went off to war. The government approved the Rosie posters because it was actually helping them, if the men were going off to war they were going to have no one working and taking care of what needed to be done.

Social Norm That Was Challenged

The social norm that was challenged was women actually doing these jobs that some of the men would usually do. They women were not used to this because they were use to cleaning at home and taking care of the house, there were women who worked but it wasn't jobs like these until this issue came to the surface.

People Affected By This Change

Women-

Were affected because these jobs were jobs that they didn't know how to do and so knew nothing about them. So now they had to learn these jobs.

The Government-

They first had to worry about who we're going to take over these jobs the men were leaving behind to go to war and then they now didn't have to worry anymore because there was a good poster (Rosie) to help them encourage women to work. The poster was a way to tie in women and make them feel like they had some kind of power. It also gave women the impression that they were going to be working in fashion and the work would be feminine work (glamour of work theme).

The Problem Today Compared

The Rosie post is now used for the purpose of actually empowering women in feminist movements due to the fact that women are still seen as weaker than the men and there are still such things as “ A woman can't do a man's job ”.

Sources:

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Google Search, Google,

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