

FIGURE 4.2 "Milk for Real Men" Ad

MILK
— for —
REAL MEN

REAL NUTRITION WHEN YOU NEED IT

Whether you're halfway through a workout, or halfway up a mountain, if you need a quick lift on the go – grab yourself a Maxi-Milk. It's got 30g of high quality protein, it's rich in BCAAs and it's also totally fat free. So, basically it's great at building lean muscles and helping you do manly things.

facebook.com/maximuscle

BUILDS LEAN MUSCLES

HIGH PROTEIN • ZERO FAT

maximuscle
HIGH PROTEIN
MAXI-MILK
HIGH PROTEIN
ISOTONIC SHAKE
Supports lean muscle
growth, performance
and recovery
30g Protein
All 9 BCAAs
10g Creatine
0g Fat
CHOCOLATE FLAVOUR

TEACHER GUIDE

Rules of Notice: Milk for Real Men

DIRECT STATEMENTS

- This is “great for doing manly things”
- This is a manly man; he looks like one, he does manly things
- Muscles are important
- Protein is good (“high protein”), but fat is bad (“zero fat”)

RUPTURES

- The exaggerated scene is tongue in cheek
- Milk is for men; we tend to think of it as bland, something for kids
- Some nutrition isn’t real
- Some men aren’t actually men

CALLS TO ATTENTION

- Text in bold at the right of the image, stylized letter *a* with violent, dynamic symbol
- Right: biased design (red colors on right, clouds lightened to highlight slogan and torso of man)
- Bottle has been carefully designed; anatomical design suggests scientific research (the bottle literally makes a splash)
- Mountaineering gear: enough to be impressive, not enough to obscure the model’s physique

READER RESPONSE

- Shirtless man suggests sexualized power; he’s meant to be both alluring and intimidating
- The metaphor of man conquering nature is repeated in the mountain climber and the scientific development applied to milk
- If you’re a man, you’ve got to do manly things like workouts or climbing mountains
- The tropes of White, Western fantasies are still (literally) going strong because there are lots of connections between physical fitness and extreme right-wing politics