

FIGURE 4.3 "My Legs Were Once Two Hairy Sticks" Ad



TEACHER GUIDE

Rules of Notice: My Legs Were Once Two Hairy Sticks

DIRECT STATEMENTS

- My Legs Were Once Two Hairy Sticks: or my legs are no longer hairy or sticklike
- They weren't good at . . .
- They've come into their own, revered, honored, hairless . . .
- Just do it
- Nike recognizes women; go to your own dedicated website at nikewomen.com

RUPTURES

- Female body hair is still socially unacceptable so leading with it is odd
- Celebrating nascent female sexuality is still taboo
- Celebrating yourself as a divine is unseemly
- Humor at the end is a sudden twist
- No visible branding; selling ideals rather than products functions as a rupture
- A critical reader will see that the advertisers' ideas of disruption are problematic because they're selling an idealized female body image and trying to suggest something's lacking in women who don't achieve it