

### Visual Assignment 3

Write a brief 250-500 word essay in response to one of the following topics. If necessary, you may slightly exceed the 500-word limit. Please create a pdf version of your essay in which you reproduce the visual material you discuss. Your essay should follow the usual rules of English grammar and spelling. For guidance on questions of style, consult the document labeled “Editing Suggestions,” or the links to Strunk and White or the [MIT Online Writing Communication Center](#)

#### Topics

Please select one

- 1) Select a pre-1930 Shiseido advertisement and a post-1930 ad from the three “Marketing Beauty” visual narratives in the “[Selling Shiseido – II](#)” [Visualizing Cultures](#) unit. What do the changes in these two images tell us about changing perceptions of women in Japan in the first half of the twentieth century? What do they tell us about the globalization of commerce and visual culture in this period?
- 2) In the “[Selling Shiseido – II](#)” [Visualizing Cultures](#) unit, select one image from the “[Appealing to Modern Families](#)” visual narrative, and one image from the “Leisure and the Smart Set” visual narrative. What do these two images tell us about women’s roles in Japan in the 1930s? What, if anything, do they tell us about the increasing globalization of commercial culture and the visual arts in the 1930s?

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