

ABSTRACT

As American women emerged to work in labor force during the Great Depression, the kinds of jobs women occupied were those similar to the family role. This phenomenon changed soon after World War II where men were sent off to do the military duty. In the home country, women took what it was said to be war jobs and replaced males' tasks due to male labors shortages. The goals of this study are to find out how the posters have strengthen the discrimination against women and the ways the whole messages including the images, words and colors suggest the discrimination.17 posters are selected to represent seven categories of women's issue in the discussion, which are American macho: "Rosie the Riveters", women's passivity, individualists, male superiority, temporary commodity, women as sentimental figures, and easy tasks. Using semiotic theory, the writer analyzes those posters through the images, wordings, designs, etc. The results show that those posters reveal the discrimination against women, and thus strengthen the underlying concept of patriarchy, where the subordination of women towards men is strongly emphasized.(E)

Keywords: World War II, American women, working women, posters, discrimination