

Attraction between her person and the wolf // Ideal look of women

**Love Cosmetics and Little Red Cap Identity and Representation**

Eroticism of cosmetics// Little Red Riding Hood

The persona of Carol Ann Duffy in the poem remembers when she “first clapped eyes on the wolf” and that she went to an extent to make sure “he spotted” her. The use of a child with blonde hair and blue eyes reinforces the ideal standard of beauty. It presents to little girls the idea that there is a certain look they must have if they want to be physically appealing. If beauty is constantly represented this way, it means that less girls can identify with what they see in the media. This could leave some people lacking role models to follow.

The seductive way in which the girl looks at the camera and the message that “innocence is sexy” makes it seem as if using the product will enhance your sex life or attractiveness. The eroticism of violence or even a mistake is seen in the person of little red riding hood. Carol Ann Duffy takes a genuine mistake and uses a fairytale to depict it. The use of a fairytale makes the situation seem exciting and enticing, like a good story. The way in which these texts represent day to day items (stories and cosmetics) has a sexual aspect to it and that could make girls feel as though that’s what they should aspire to.



Increasing Intensity // Broken Rhyme

The advertisement on its own is intense by the title, but the subtext below intensifies the message. The fact that “a clean baby smell” is “enough to be sexy” shows that there is a market for this use of young girls. The increasing intensity of violence in Carol Anne Duffy’s poetry is seen in her broken rhyme as she used an axe on a tree that “wept”, a fish that “leapt” and finally the wolf as he “slept”. The intensification of violence and sexuality presents to people that these aspects should be prevalent in their life. It promotes unhealthy sex lives where violence and insecurity are present.

Infantilism // Connotation

The use of a young girl in the advertisement uses youth as a mechanism to sell the product. It sells the idea of being young. In many regards young girls are seen as vulnerable to older men, and this links to Carol Anne Duffy’s poetry about an experience she had with an older guy. You can see this in the connotation as she talks about being a “babe” and “waif”. She refers to herself as a “little girls” and how the “virgin white” bones were to be uncovered later. Infantilism is common throughout media, it depicts to young girls that they should sexualise themselves to get men’s attention. Young girls may shape their identity around the validation of men.