

A ANNOTER : PUBLICITÉ STOOLY (2024)

The advertisement features a vibrant orange background. On the right side, there is a partial view of a woman's legs in a light pink, flowing dress and high-heeled sandals, with one leg raised. In the bottom center, a pink, ribbed stool is visible. The top left corner contains the Stooly logo, which is a stylized flower icon next to the word 'STOOLY'. To the right of the logo is a navigation menu with links: 'TABOURETS LEON', 'BANCS ARTHUR', 'LITS JULES', 'VOIR TOUS LES MEUBLES', 'LE CONCEPT', 'CONTACT', 'FAQ', and 'PROFESSIONNELS'. A search icon is located in the top right corner. The main text on the left reads 'Le plaisir de recevoir chez soi avec' in a smaller font, followed by 'la livraison gratuite' in a large, bold, blue font. Below this, in a smaller font, it says 'dès 130€ d'achat, valable jusqu'au 23/07/2024'. A blue button with white text 'Code promo : JECARTONE' is positioned below the text. In the bottom left corner, there is a small icon of a flag and the text 'Concours Lépine Triple Médaille d'Or'.

MÉTHODE



Comparer la place prise par l'objet de la publicité (le tabouret) et le corps tronqué de la femme; le texte "Livraison gratuite" peut porter à confusion, de même que la position du corps.
En quoi cette publicité est-elle sexiste ?