

Genesis 2-3

Creation of Adam and Eve

Adam and Eve eat forbidden fruit and are expelled from garden of Eden

Hugely popular theme in art and in later advertising.

Typically Eve is sexualized (the source of man's temptation)



So when the woman saw that the tree was good for food, and that it was a delight to the eyes, and that the tree was to be desired to make one wise, she took of its fruit and ate, and she also gave some to her husband who was with her, and he ate (Gen. 3.6)

12th Century mosaic in Capella Palantina, Palermo



Titian, *The Fall of Man* (c.1550)



William Strang, *The Temptation* (1899)

Eve and the snake – a special relationship?

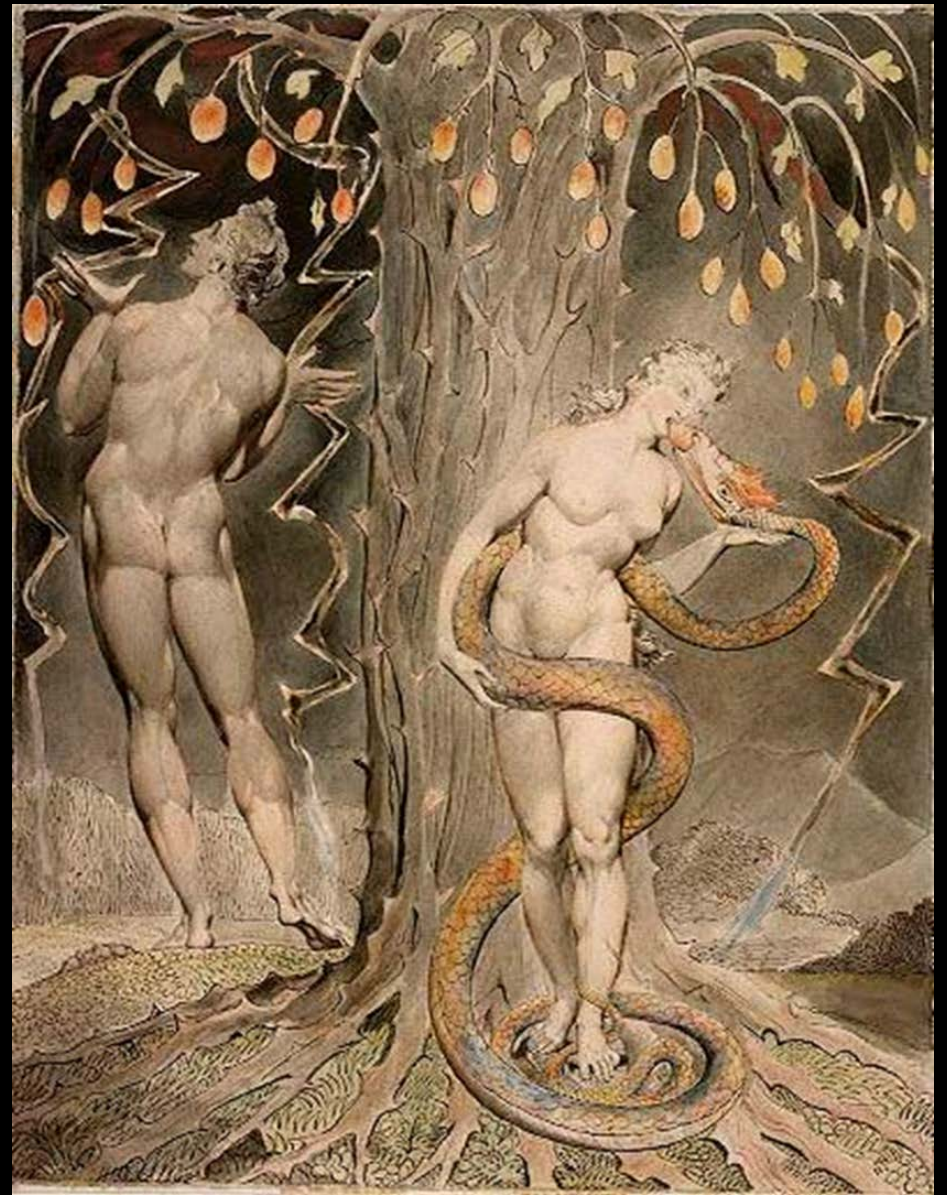
Note how the snake has a female face, not unlike that of Eve herself...



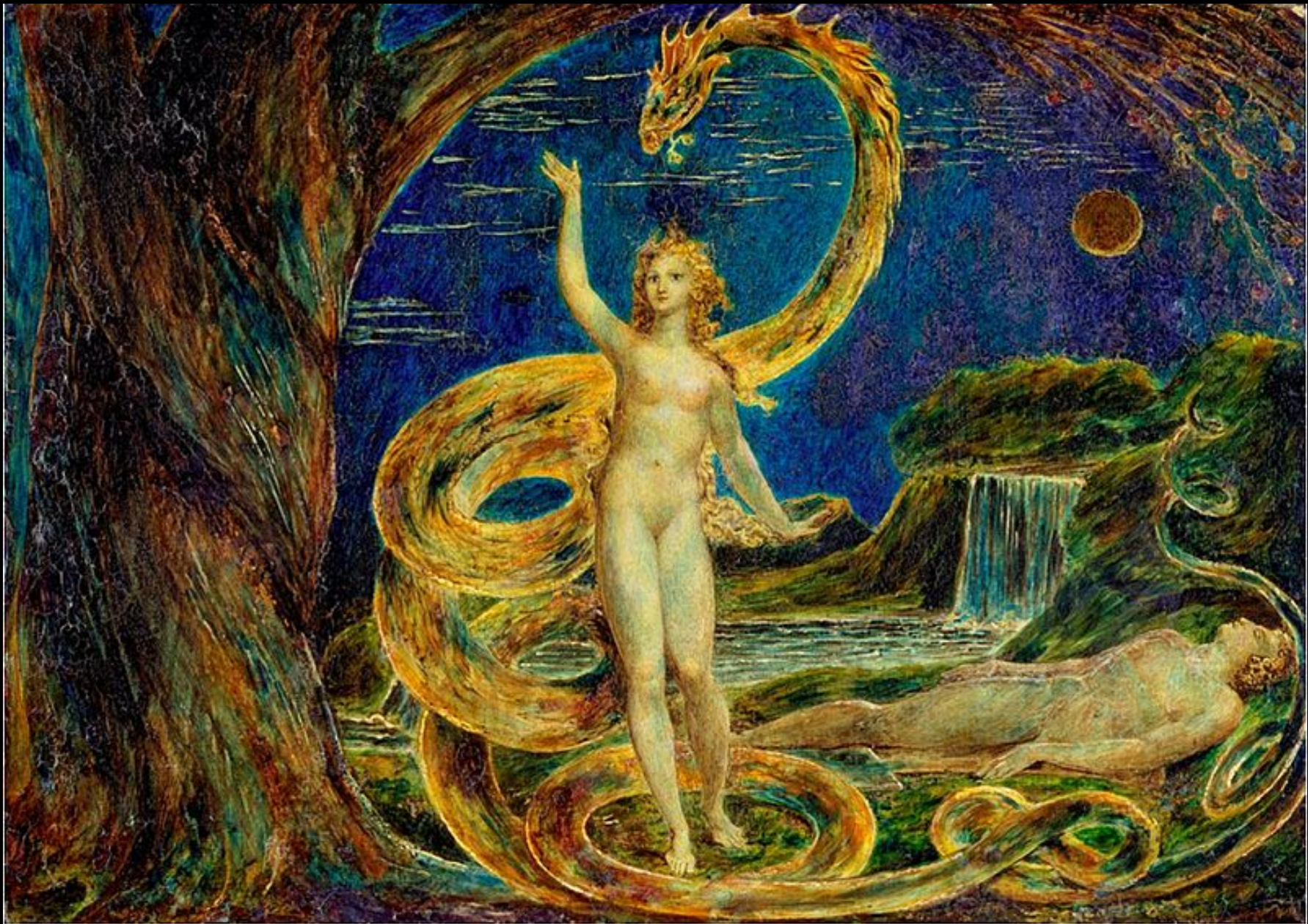
Masolini, *Adam, Eve and Lilith* (1425)



Lucien Levy-Dhurmer, *Eve* (1896)



William Blake, *Temptation and Fall of Eve* (1808)



William Blake, *Eve Tempted by the Serpent* (c.1800)



Franz von Stuck , “The Sin” (1893)

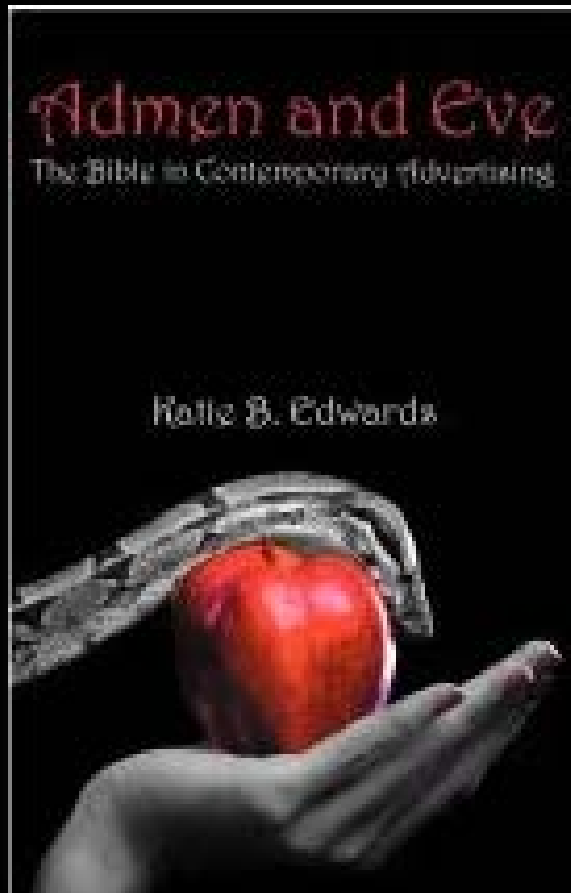


Franz von Stuck, *Adam and Eve* (1893)



John Liston Byam Shaw, *The Woman, The Man, The Serpent* (1911)

Postfeminism





Eve in advertising

What ideologies of gender and sexuality are being expressed in this image?

Note Adam's 'licensed withdrawal' (Edwards, p. 15). What effect does this have on his involvement in this scene compared with Eve?

Billboard advertisement for Bobby's Taproom Grill and Ribs, 2008



Ad for POM Wonderful pomegranate juice 2010



Ads for Chenson bags (2010)

introducing

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United Colors of Benetton ad



TSUM (Department Store) advert 2010

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PANTYHOSE
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The Iconic
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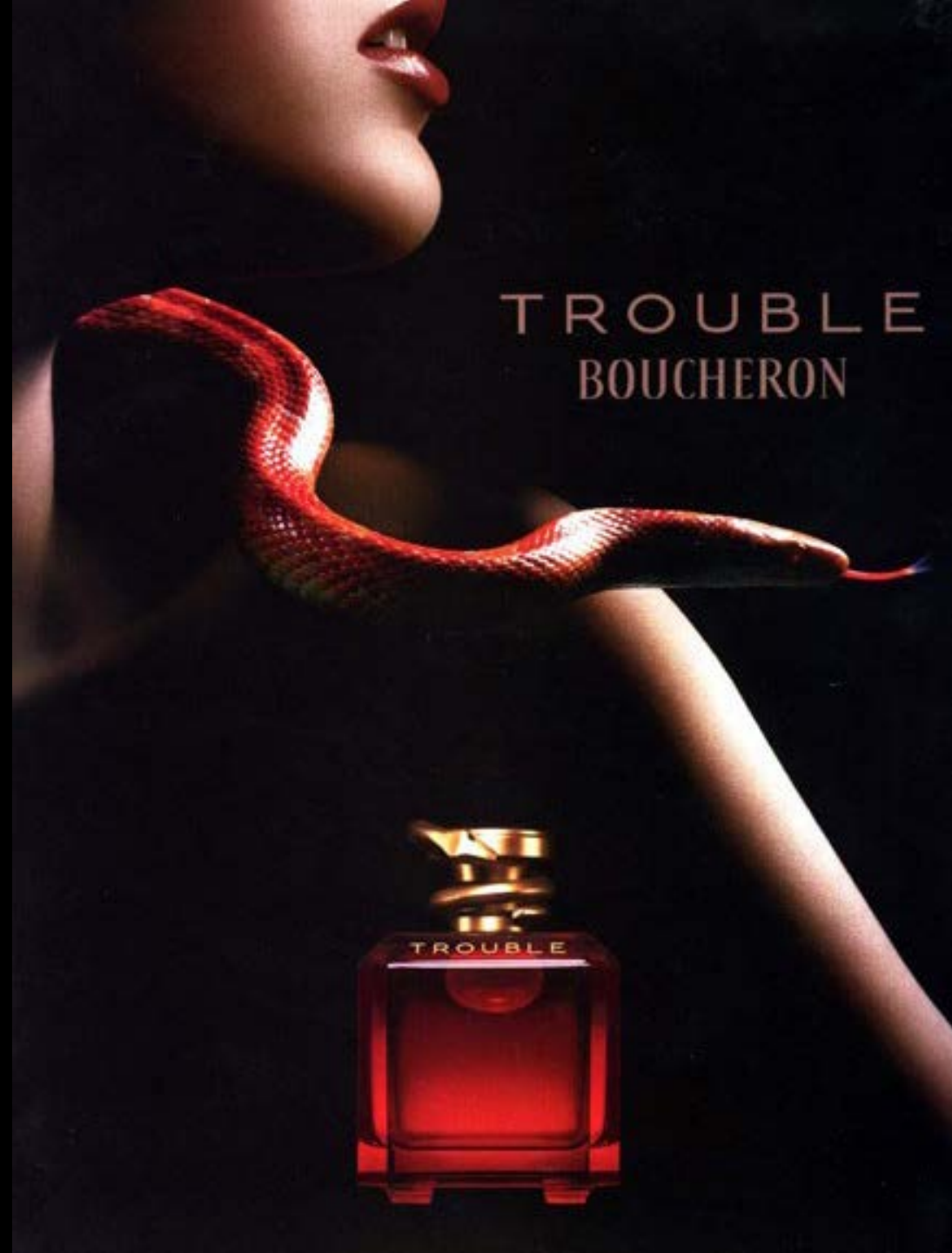
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Don't
Know
About
the
Other
Sex

And God
created
RACHEL WEISZ...
And we saw that
it was good

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HELL STILL
SUCKS
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from
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p.120

ME AND
MY BODY-
GUARDS
A True
Story of
Undeserved
Privilege



Britney Spears



Paris

BRENDAN
FRASER

ELIZABETH
HURLEY

Meet the Devil.
She's giving Elliott
seven wishes.

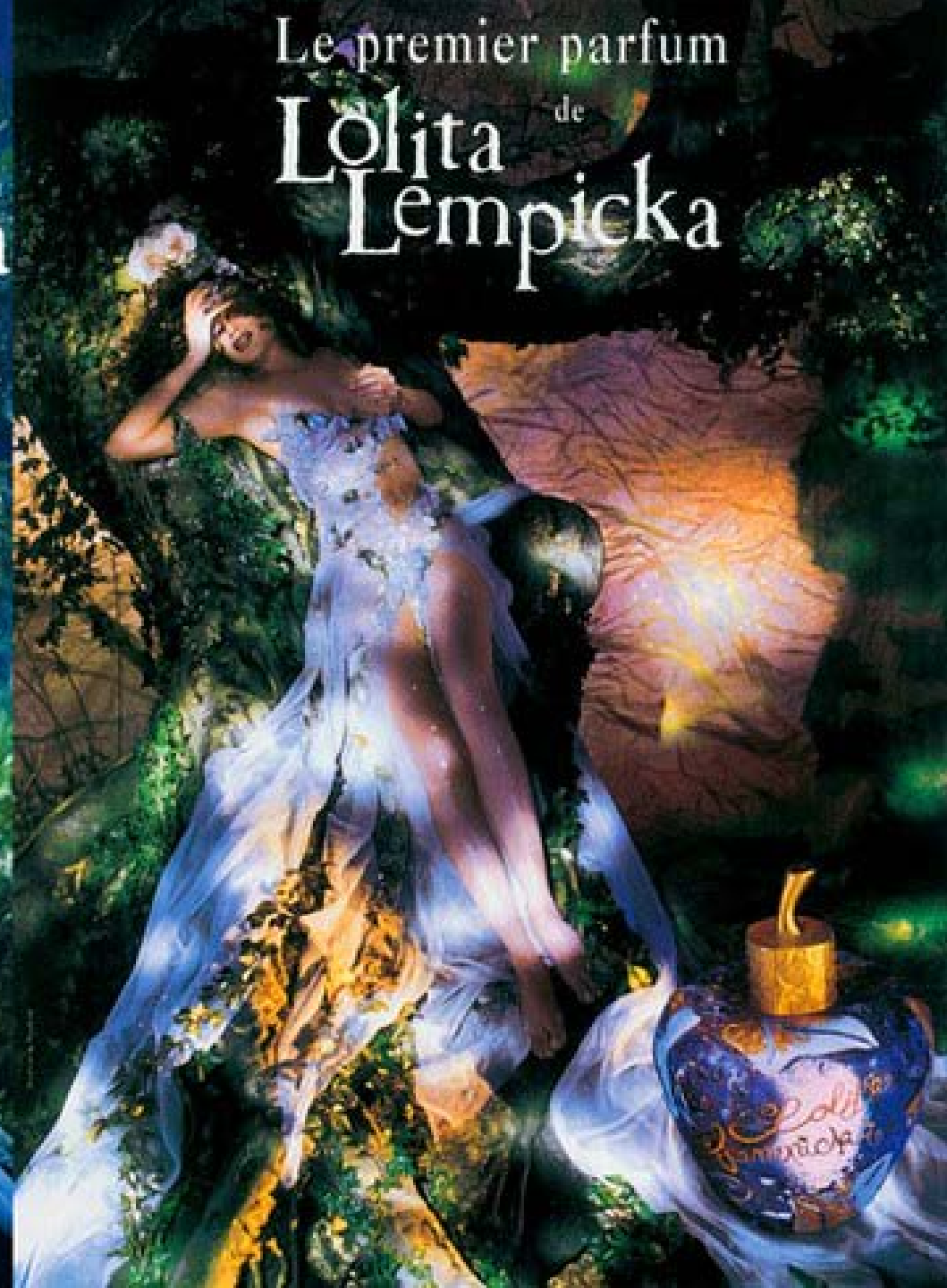
But not a chance
in Hell.

From the Director of "ANALYZE THIS"

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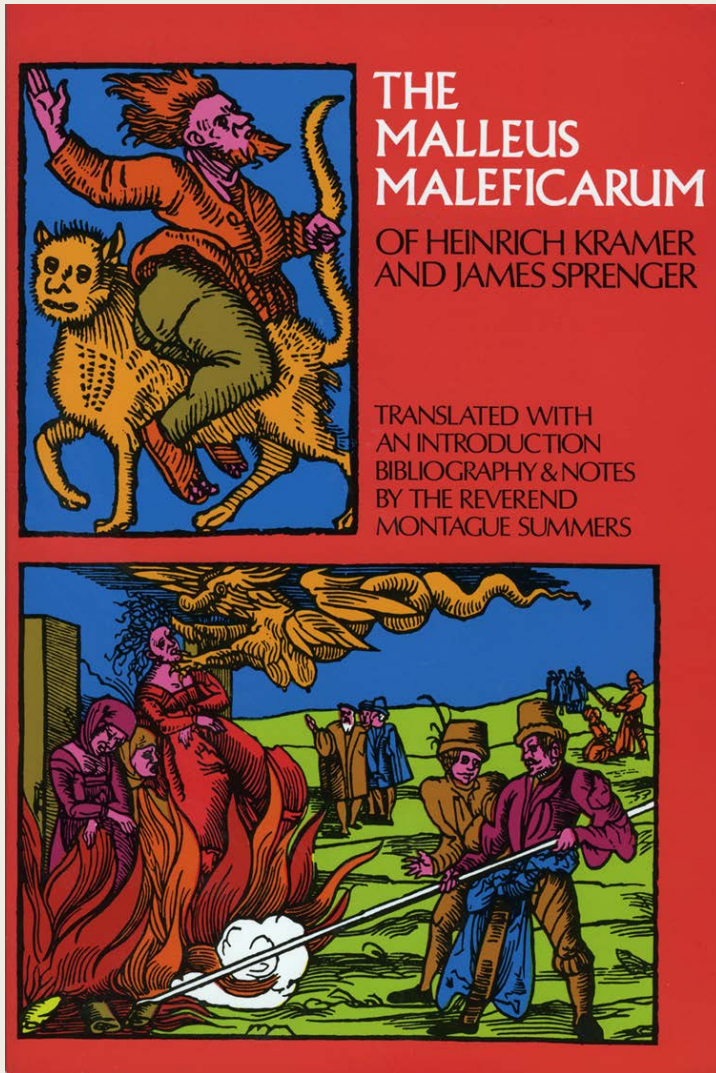
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Does it really matter?



‘The myth has projected a malignant image of the male-female relationship and of the “nature” of women that is still deeply imbedded in the modern psyche ... The myth has in fact affected doctrines and laws that concern women’s status in society and it has contributed to the mind-set of those who continue to grind out biased, male-centred ethical theories ... [It] undergirds destructive patterns in the fabric of our culture’.

Mary Daly, *Beyond God the Father*