**Historic Context**

Between 1811 and 1837 the country was under the rule of Prince Regent and developments in technology (e.g. the steam-powered printing press), fashion and architecture were mirrored by a population boom. In the Regency era, Britain went through a period of elegance with regard to Fine Art and Architecture.

**Cultural Context**

The Regency era can be linked to the 1950s.

By the 1950s, when the Quality Street campaign started, society was in a post-rationing period where luxuries were once again becoming an acceptable part of grocery shopping.

The 1950s saw a change in “high culture”, a time where fine art, decadence and theatre that had previously only been accessed by the upper classes and those with money were now going to be made more affordable to the mass audience.

**Social Context**

Society was very different in the UK within the 1950s to how it is today.

Women in society were domesticated, as they would tend not to work after marriage. Instead, women would stay at home to cook, clean and look after the children. The man of the house would be the one to provide for the family.

The class system was changing, as more people were branching into new areas of work. Working class families could now afford luxuries and were becoming aspirational. Middle class families were also becoming aspirational of climbing the ladder to the upper classes.

**How has the historic context influenced the media language on the print advertisement?**

Are there examples of high class fashion? Are the examples of beautiful interior design or architecture? Are the examples of Fine Art?

**How has the cultural context influenced the media language on the print advertisement?**

Are there examples of abundance? Are there examples of high-quality materialistic products?

**How has the social context influenced the media language on the print advertisement?**

Are there examples of a patriarchal household? Are there examples of aspirational classes? Are there examples of women being domesticated?

