

A STUDY OF ADVERTISING:
THE ROLE OF GENDER REPRESENTATIONS ON CRAFT BEER LABELS

Amanda E. Kappel

Dr. Cristina Mislán, Thesis Supervisor

ABSTRACT

This study critically examines the gender representations presented on craft beer labels available at the International Tap House in Columbia, Missouri. These representations were then compared to consumer interactions with female wait staff at the International Tap House. Developed on a foundation existing of literature that addresses and problematizes the gender representations included in traditional media and advertisements for beer labels, this critical discourse analysis is informed by feminist standpoint theory. Meaning, the researcher's social location and lived experiences in the beer industry provide context for understanding how the gender representations on craft beer labels correlate with discourse within the industry.