

## **Keep calm and lean in: Discourses of power femininity in Covid-19-themed advertising**

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### **Abstract**

Discourses of 'power femininity' within popular feminism have long been leveraged by advertisers to frame consumption of products such as cosmetics and jewelry as an integral element of women's self-empowerment (Lazar 2006, 2014). During the Covid-19 pandemic, advertisers have prominently evoked power femininity as a tool to legitimize a range of consumption behaviors. In this multimodal semiotic analysis of Covid-19-themed advertising on Facebook over the early months of the pandemic in Singapore, I examine how advertising urges women to 'lean in' to working from home, protect their families, and, above all, consume their way through the Covid-19 crisis.

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