

## The Scent of Rhetoric

Max Pinsky

Created in Sonia Arelleno's  
Summer 2018 ENC 4374 class

### Abstract

One of the more easily observable markers of modern identity—more in the working and upper socio-economic classes—is purchasing habits. Which products an individual buys, or potentially does not buy, can be indicative of personal preferences, conceptions, beliefs and ideologies, and more; these, of course, includes gender. Products that best display this significance are those developed within the beauty industry. From hygiene to makeup to hair to fragrance, the primary exigence of the beauty industry is self-image: how an individual sees themselves and wants to be seen by others. Out of the countless array of beauty products available in the current market, fragrances exhibit in their marketing specifically targeted gender rhetoric. This visual essay offers a closer look at the details, which may frequently go unnoticed, that are involved in the selling of perfumes and colognes. With contemporary insights from Chandra Mohanty, Ph.D. and Christine Venzon, features like bottle design, flavor text, and buzzwords are contextualized by the perception of gender binary: what is masculine, what is feminine, and is there room for anything “other?”

Max Pinsky is a newly graduated alum of the UCF Writing and Rhetoric program, class of 2018. During his coursework, his study eagerly focused on performance rhetorics (including gender rhetoric) and cross-cultural studies in classic drama. Moreover, one of his interests is in the minute rhetorical gears that allow the hegemonies of modern society to spin. Growing up around the beauty industry, both fields were destined to collide. Max would like to dedicate Scent of Gender to his mother, who introduced him to the colorful world of beauty, and thanks Dr. Sonia Arellano, for whom this project was originally submitted.