Greeting cards have been a social staple of politeness and good wishes tracing all the way back to Ancient China and Egypt. Although the sentiment has stayed the same, the practice of greeting cards has changed drastically through time. ere have been many iterations of greeting cards, with more speci c and themed ones appearing in more recent history. Today, when going to the store, one is likely to nd shelves with messages of a "Merry Christmas," "Get Well Soon," "Happy Birthday," "Sorry For Your Loss," and many more. One thing mainly seen in Birthday and Anniversary cards is the unnecessarily ve year old girl I cared for about colors, and she was very insistent that pink was for girls and blue was for boys, and that because of that, her brother could not like pink. It was interesting, as an adult, to see how much importance she put both on the color assignment, and the binary based on that.

One of the other most important ndings I had with greeting cards was the text both on the front of the card and on the inside, as well as the toys or games some cards came with. I took special note of four cards (two for girls and two for boys) that paralleled each other, as well as two additional cards meant for girls. For the four cards, I made sure to pick ones that paralleled each other, for example, making sure both had superhero themes, so that I could directly compare the two.

My rst example is "Frozen" themed, with the girls' card featuring Elsa and the boys' card featuring Sven and Olaf. On the front of the girls' card it says, "Wishing You a Perfect Birthday," with sparkly snow uttering around Elsa and a pink and light blue color theme. On the front of the boys' card is written "On Your Birthday, Everything's COOL!" with no special sparkles or textured text, and a royal blue and orange color theme. Inside the "Elsa" card is the text: anniversary cards, wedding shower cards, and wedding cards in general are more heavily marketed with women as the recipient in mind. e way in which we perform gender is highly evident in both the greeting cards and in weddings, given how the narrative is o en "the woman getting married, usually a princess, is o en the center of attention, she wears a long white dress, has a huge bouquet of owers,