

ADVERTISING & GENDER REPRESENTATIONS

• Roles of Women

- disproportionately seen in domestic roles
 - laundry, cleaning, cooking
 - child care
- Business, professional, community roles downplayed
 - range of occupational roles has increased
- Superwoman
 - example- Bell telephone commercial
 - Dasani (mom cleaning kids in bath, then taking own bath)
 - McCormick- "thanks mom" for the meal

• Portrayals of WOMEN

- Thin Ideal
 - Av. US woman: 5'4" and 140lbs
 - Av. US model: 5'11" and 117lbs
- Gap widening between models and REAL women
 - 1975: 8% less than average woman
 - now: 23% less
- Even young girls are body conscious
 - many 6-12-yr olds have been on a diet (35%)
 - 53% of 13-yr olds report being unhappy with their bodies
 - Most normal weight girls believe they are overweight (50-70%)

• Women in Advertising

- Lego commercial (targeting girls)
- Abercrombie "push up" bikini top for little girls

• Progressive Ads

- Dove "Campaign for Real Beauty"
 - launched in 2004
 - real women, not models
 - focus: promote natural beauty

- slogan: real women have curves
- huge reach and impact
- commentary in the news
 - mostly praise, some criticism
- **Representation of men**
 - Some very stable stereotypes
 - sturdy oak: hard working, good provider
 - big wheel: trappings of social and financial success
 - tough, emotionless beings
 - Physical Appearance
 - attractive & strong
 - upper body muscles, six pack
 - emphasis on young
 - balding
 - weakness
 - Roles
 - Primarily outside the home
 - uncomfortable/out of place in domestic roles
 - unable to function with regard to housework, childcare
 - need to be bailed out by wife

SEX APPEALS

- varies by gender
- sexual elements in ads have become:
 - more visual
 - more overt/explicit
- Objectification- women or men as sexual object
 - body part as an "object"
- Types of sex appeals
 - low association (paris hilton and hamburger...no connection)
 - high association (axe body spray--use it & you will get girls)

- Does Sex Sell?
 - Attention: an orienting response
 - Involvement and interest
 - Recall
 - typically remembered
 - Attitudes
 - mixed results: like the ads but have negative attitude about the product
 - Purchase Intentions
 - mixed results--turns people off of products because of negative attitude
 - Distraction Hypothesis
 - forget product category, particular appeal
 - happens in low association ads
- Varies by audience members
 - sex of the viewer
 - age of the viewer
 - attitude towards sex in the media generally

SEX & TV

- Relationship between media and advertising content
 - Sex on TV
 - attention
 - enjoyment
 - ratings
 - sweeps
 - C.A. of TV Guide:
 - >35% of network ads contain some sexual reference
 - example: Gossip Girl
 - References to sex on prime time TV promotions have increased over time
 - Balancing act
 - tension between ratings and offensiveness
 - audience has powerful effects
- Products rarely advertised