

Gender role socialization essay samples

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This paper is going to analyze several advertisements according to the perception of women and men in the society. It is not a secret that most of the advertisements are based on the concept “ sex sells”. It is the most common tool to use in the ads in order to attract the society to buy a certain product or service.

The first ad to analyze is Gucci “ Guilty” perfume. The major concept of this ad is that when a man buys this perfume, women are seduced by their masculinity and dominancy. We can observe it from the composition of the poster: the man is higher than the woman, which means that man has superiority towards woman. He looks somewhere atop the woman, which means that he feels his concernment, when the woman looks at the man - her mouth is opened, which means that she is stunned, and she is just a beautiful complement to his status. If we look at this ad from the social point of view, it says that men do not have to respect women, and woman is nothing more than just a instrument in man’s arms to express his dominancy and seductiveness. Mainly, it says that there is still patriarchy governing the world, and woman is not on the same level with man.

The second ad is a promotional video for the Calvin Klein’s underwear. In this video, a woman is the embodiment of male’s sexual fantasies. In his dreams this woman is a tool for physical pleasure, she is always ready to have sexual intentions. She is carefree, and the only she wishes is to satisfy man’s needs and wills. Flashing pictures scraps of phrases and words symbolize thoughts of man and woman. All the thought are somehow connected with sex and pleasure. Again in this ad woman plays the role of an instrument for the gratification of men, in order to avow his importance in this world and

possession of woman.

The third advertising is a promotion of Rihanna's new perfume. The idea of the poster is also to sell sex and naked bodies to the society. The first thing that we can notice is not a nice bottle of fragrant perfume but almost naked Rihanna in an unambiguous position. Men are forced to wish a woman, who's beauty and sexuality has been created in Photoshop, which has nothing to deal with reality, and women are forced to strive for the unattainable ideal of beauty, perfect body and sexuality. Rihanna's look on this poster is seductive, alluring, enticing, and men are forced to want such woman because it is dictated by the ad, and women are getting jealous because they cannot reach the ideal is shown on the poster. It is unreal to become a woman with ideal body proportions because it is against our nature, and the advertising is trying to tell us that everything what differs from its perception is ugly and do not have any chances to exist and to be happy.

The fourth ad tries to show the society if you do not have an expensive car, and you are not a successful man than you are a loser. Your existence in this world means nothing. There is no other way to live your life, except driving a latest model car wearing costly suit. Only if you have all those life prizes, you can be named as happy person, who managed to find the right sense of existence. The result is the following – men are trying to reach this ideal, and women are forced to look for such men. However, this is also a beautiful picture of unattainable reality.

Advertisings' unwritten rules dictate that beauty equals nudity and sex; however, this beauty has nothing to do with real life. There are no photoshopped faces in the real life and no ideal bodies. People are trying to

correspond to a deceptive appearance, as it is shown in commercials without thinking that it is just a marketing tool to attract all of us and to lose our personalities.

Figures

Figure 1. Gucci commercial

Figure 2. Calvin Klein commercial. <https://www.youtube.com/watch?v=uthnTYrpoZw>

Figure 3. Perfume commercial

Figure 4. Lincoln commercial. <https://www.youtube.com/watch?v=u4IkInkk8SU>

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