

Deferent between men and women in media in american culture

[Linguistics](#), [English](#)



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Task: Difference between men and women in media in American culture

Introduction It is important to acknowledge that men and women are portrayed differently during the advertising process. The major differences are evident communication, shopping experiences, decisions as well as gender identification.

Body 1

The first difference between men and women during the advertising process is the communication procedure. For example, communication that targets men provides important information first. It later on provides information concerning the background of the product. The communication process among women usually targets an emotional appeal rather than highlighting the importance of a product to them. For example, a woman might purchase a car because it shows a baby well placed and secure in it.

Body 2

Decision making during advertisements distinguishes men and women Men usually make decisions through an elimination process because they choose the aspects of advertisements that matter. Consequently, they usually eliminate aspects that are non-beneficial and unlikely to affect how they view products. For example, a man might purchase a Volkswagen Golf regardless of its small size because it has a powerful engine compared to most Toyotas. Women make decisions after comprehensively examining the various variables and attributes. For example, a woman's choice to purchase a Volkswagen Golf will be dependent on the size, engine capacity, face value and cost.

Conclusion

It is crucial to acknowledge that gender identification, advertising and decision-making usually distinguish men and women. It determines their attitude and outlook towards advertisement. It also determines their perception and ability to buy.