

# Birth control advertising and sexual differentiation

[Literature](#), [Russian Literature](#)



2. Health professionals attempt to create a language that is more inclusive of experiences with different bodies, sexualities, genders and families, but they also still use the language of shame and disorder. Medical articles focus on people who are diagnosed with congenital adrenal hyperplasia or Mayer Rokitansky Kuster Hauser Syndrome and who need immediate medical attention to fix the problem, such as surgery or hormonal treatment.

However psychological interventions are mostly excluded from the research.

3. Sexual differentiation is a critical developmental process and causes structural and functional differences between sexes. The Y chromosome affects an undifferentiated gonad so that it develops into the testis and the lack of a Y gene causes an undifferentiated gonad to develop into an ovary. During puberty, the testis secretes testosterone, and the ovary secretes estrogen and progesterone. Sex steroids find receptors in the brain to trigger sexually dimorphic behaviours. Sexually dimorphic patterns can be explained by different expression of genes, GDF268 and ERK2.

4. As women in our evolutionary past risked enormous investment as a consequence of having sex, evolution favoured women who were highly selective about their mates. The selective cues are components of desire, economic capacity, social status, age, ambition, industriousness, dependability, stability, intelligence, compatibility, size, strength, good health, love and commitment. These qualities provide important information about the benefits a potential partner can bestow, such as the acquisition and steadiness of resources, and solutions to the problem of protection. In the modern world, successful women place an even greater value than

less successful women on mates who have professional degrees, high social status and greater intelligence, they also tend to desire mates who are tall, independent and self-confident.

5. According to the author, women place a premium on love in the process of choosing a mate, and the study finds that American and Japanese women say they would still require love for marriage, even if all other important qualities are present. It is biased to me. A mate's qualities come first in the mating selection, and love follows it. Women are looking for mates who have great financial resources, good personalities, and great physical appearances. Without these qualities, women find it hard to fall in love. If, for example, a man lives in an apartment sharing a room with another man, his height is 5 feet 2 inches, and his weight is 120 pounds, this man is not attractive to very many women. Of course, no woman loves him first and then likes his circumstances. On the other hand, if a man has a great house near the beach and an athletic body, then many women will be attracted to that man. These women are likely to fall in love with this man because of his circumstances. We all should be able to love someone without any influences, but in reality influences such as money, personality and body type, create love (Page 43).