

Positive and negative effects of advertisements on society



Advertisements are not hard to find, they can be found on the TV, the bus stop and on mobile devices. The exposure individuals have to advertisements means they can be influenced by the messages. “

Advertisements use messages to influence consumption on products in the market” Chunawalla, (2008). This essay will discuss how advertisements have a positive and negative effect on society.

David Court discusses the idea that daily people make opinions about brands though the advertisements they see, people they speak to and product expectation.

Creating advertising content can be extremely difficult, there are many things that need to be considered. Firstly how to promote the product in an appealing way that will promote people to purchase. Finding the target audience for the product and how to design an advertisement that will prick their interest. “ To successfully promote merchandise, there needs to be an understanding of the demographic audience” (Mann, 2012).

Advertisements have an economic impact on society, it promotes the buying culture and materialism. It is well known that advertising is a successful marketing strategy used to inform costumers about the products and their ability to indicate that adverts can be carriers of cultural perspectives. (Pardun, 2014; Tartaglia & Rollero, 2015).

Instead of just promoting a new product brands advertise sales on older products. “ Another way advertising lowers prices is by providing consumers with product information. Advertising informs consumers about the range of products available and, sometimes, the prices at which those products are

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being sold. As consumers become more aware of their choices, the level of competition at both the manufacturing and retail levels goes up, which causes the prices for the advertised products to come down.” Pardun (2013)

Consumer culture encourages people to buy the things that are promoted to them to fit into society. A theory people have developed from this is the belief “ that advertising is a money-making scheme formed to manipulate buyers into spending their funds on unnecessary products deemed societal needs” (Brown, 2018; Pardun, 2014).

It is important for advertise to consider appealing to peoples emotions and also to their routine. Many people do not like trying new things so to advertise an old faithful product using discounts and appealing to their routine by saying this original trustworthy product. For people to keep purchasing an item it has to be within the target audiences price range. “ The information function of advertising can help lower the price of even unadvertised products. As individual brands in a product category are advertised, consumers develop a general idea of what products in that product category should cost.” Pardun (2013) If brands successfully sell to the target audience there is an economic reaction. “ The economic role allows the satisfaction of a purchase to assist in the future. In doing so, the consumer becomes loyal to the product therefore buyers will continue to buy the products advertised” (Mann, 2012)

Another economic variation is the claim that advertising is wasteful because it “ creates useless or undesirable wants at the expense of things for which there is greater social need. When advertising makes consumers want and

buy automobiles with tail fins, tobacco, and movie-star swimming pools, there is less money (fewer resources) available to improve public hospitals, build better schools, or combat juvenile delinquency.” Backman, J. (1968).

The Internet has become a major new avenue for advertisements to reach people. They can target people on their social media platforms in a subliminal way. “ Therefore, this allows rational informed decisions to be made and subsequently the buyer is held accountable as their choices were formed autonomously” (Pardun, 2014).

A challenge for advertises is to have entertainment value that engages the audience and provokes emotion. To make an emotional connection with an audience the cinematic elements of sound and imagery need to work together to portray a story.

For example, people will recall an advertisement because of a catchy tune or emotional story. Whenever this tune is played, they will recall the advert from the sound of the jingle. Entertainment value is a familiar concept that is seen when brands advertise using celebrities. This increases the likelihood that the audience will remember the product if it endorsed by a public figure. Generically these advertisements show the high life and how the product will make you feel the same as the celebrity, it is almost a fantasy that people buy into.

Advertisements aim to have successful campaigns but sometimes they receive negative attention because of comments about gender, race and class. “ Advertisements use gender to reinforce stereotypes placed in society

including hegemonic masculinity and women being sex symbols” (Tartaglia & Rollero, 2015).

There is no doubt that sexualisation has increased in today's media, you only have to look as far as your favourite television show to notice. “ No one questions that sex in advertising exists. But the question remains: Is sex in advertising ever a good idea?” Pardun (2013) Looking into what particular companies use sex to sell their brand,

“ most relevant to sex appeal: fragrance, fashion, beauty and personal care products, and entertainment. And far from being a simple attention getter, sex is used to position brands as a means to enhance attractiveness, intimacy, and romance.” Pardun (2013)

It is important to consider that “ since women have been sexualized in advertising for decades, and it is inappropriate to perpetuate that. However, using sex in advertising for men is fine.” Pardun (2013) This is not the case it should be equal for both genders, neither gender should be perpetuated sexually to sell a product.

“ Western civilization are accustomed to using the stereotype that women are sex objects valued for their sex appeal.” Tartaglia & Rollero (2015) again this does not disregard the sexualisation of men but rather that is more often women.

An example of the sexualisation of women in the media was a poster advertisement Roger David brought out to sell a new range. This advertisement used a woman for the image but she looks young so it also comes across like it might also be the sexualisation of children.

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The Human Rights and Equal Opportunity Commission Australia defines the sexualisation of women as “ any representation, by whatever means, of a childlike women engaged in real or simulated explicit sexual activities or any representation of the sexual parts of a child, the dominant characteristic of which is depiction for a sexual purpose.” Human Rights and Equal opportunity commission (2008.) This is the definition being used in this essay.

The advertisement was all over social media and the image has a woman holding her hands in the shape of a heart, according to Roger David the love heart was meant to be a representation of the campaign “ New Love Club”. The second major issue with this image is the barcode on her shoulder, it has the word “ slave” where the numbers would be. Thirdly there is a union jack ball which seems to be gagging her. The advertisement was eventually taken down and did not succeed in promoting the campaign.

The Australian Medical Association (AMA) were the first to make a formal complaint. The claim was that Roger David did not self regulate the campaign image. They also argued that it conflicts with the Australian law. The Australian Association of National Advertising (ANAA) says: “ Advertising or Marketing Communication shall not employ sexual appeal: where images of minors or people who appear to be minors, are used. Secondly in a manner which is exploitative or degrading of any individual or group of people”

The decision came down to the Advertising Standard Board (ASB) and they said that the image does in fact present the woman as a sexual object, this led to the ban of the advert.

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Roger David did not agree with these accusations, they replied to the ASB with an email that says “ The woman used in the campaign was 18 years of age at the time that the photograph of her was shot. She is a student of History, Spanish, and English, and is also a model in the United Kingdom.” They claimed this image was “ ironic”

Following from the original email Roger Davis added: “ New Love Club produced the image of the woman as a comment on youth and the national debt that now rests on their shoulders and as an ironic patriotic comment on capitalist recruitment and identity. Roger David believes that these same issues are relevant for young people in Australia, hence the use by Roger David of this image in its Australian marketing for the New Love Club brand of clothing.”

This case continued and they went on to claim: “ The relevant audience for this advertisement is young men. Roger David strongly believes that young men would relate to this image, and would not see it as shocking or exploitative.”

This was just the start with social media being so popular it blew up and more complaints flooded the ASB. The decision from the ASB was:

1. “ The Board noted that the girl in the image was 18 but considered that she is depicted in a way that makes her appear younger than 18.”
2. “ The Board considered that the overall impression of the part of the advertising material which depicted the girl was that of a girl

presented as a sexual object – due to a combination of factors in <https://assignbuster.com/positive-and-negative-effects-of-advertisements-on-society/>

particular the age of the girl, the text 'new love club' and the tattoo of the word 'slave' on her arm."

3. "The Board also considered that the image of the girl could be seen to be suggestive of the girl being held against her will – with the 'slave' reference on her arm and the depiction of her with an object filling her mouth which, in the Board's view, evoked a sense of the girl being 'gagged'."

After a long process the advertisement from Roger David received many complaints about the stated issues of the model's age and how she was sexualised. This can really negatively affect the women that were exposed to this advert. Tolman (2002) explains that this modern environment for women is that they are told to be sexy but on the other side they have no idea how to have sexual desires. This is confusing and damaging for the growth and understanding of women.

Body dissatisfaction is a major issue in the mental health of teen girls and women, exposing teens and women to triggering images is not helpful. Body dissatisfaction is defined as the body dissatisfaction and the discrepancy between a person's body size and what they consider their ideal body size as portrayed in the media. It is inevitable that women will be inflicted by the feeling of inadequacy when images such as the Roger David are shown. This contributed to the "'distillation of their self-worth'; it is constructed by the text as a chemical process, performing an inverse purification of the childhood of the 'girl'." Duschinsky (2010)

Often the psychological effects that derogatory media content can have are forgotten when focussing on what will sell the product. The media consists of a large amount of people's lives, "Media are all the means whereby children (and all of us) learn about and define the world we live in. Media thus include: spoken language; sign language and gestures; written language; computer language; music; sounds; images; scents; objects; maps; musical notation; books; comics; TV programmes; films; telephones; advertising posters; paintings; sculptures; designs; and artefacts of all kinds." Davies (2010)

Grooming children to be a certain size and to be sexy with their appearance can lead to dangerous situations "Is it wise to actively encourage girls of primary-school age to have romantic fantasies about older men? How do we then expect them to behave if an older man approaches apparently offering romance? To sexualise children in the way that advertisers do by dressing, posing, and making up child models in the same ways that sexy adults would be presented also implicitly suggests to adults that children are interested in and ready for sex. This is profoundly irresponsible, particularly given that it is known that paedophiles use not only child pornography but also more innocent photos of children. (Rush 2006)" Egan, Hawkes (2008)

This advertisement sexualises a young looking girl with the barcode saying "slave" on her shoulder and a union jack gagging her. This was done to sell a product.

The first step in preventable action is companies taking responsibility for their past and present actions they can organise “ well-intentioned and produced, quality entertainment programs for children and families in the area of social change are being developed worldwide.” Lemish (2014).

Karremans, Kacha, Herrmann, Vermeulen & Corneille (2016) continues to explain the idea that individuals are more inclined to purchase an advertised branded product if they agree with the goals and ethics of the company. This is a reason why people often look over bad advertisements and still purchase their favourite products from the brand.

Advertising is successful way to sell new and old products to the target audience. It enables brands to make money from people buying their products. Unfortunately there is a negative side to advertising that uses women or men sexually to sell their products, these can have detrimental psychological effects.

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