

Advertisement essay examples

[Technology](#), [Internet](#)



Advertisements deliver continuous opportunities for linguistic investigation. There has been much advancement in the advertisement industry; however the debate on these advertisements in a sociological aspect is still on debate. A maximum number of advertisement designs demonstrate the methods by which the society represents women in the facility of preserving our classifications of masculinity and femininity, and the importance of each gender. The physical structure of men and women are prioritized in the advertisements to attract the opposite genders. The sexualized images in the advertisements that the companies use to market the products do not have any relevance to sex and they must be banned and serious measures must be implemented to avoid sexism.

The advertisements that are produced in sociological approach can be seen on the Cosmopolitan and Maxim websites. On the Cosmopolitan website women are demarcated agreeing to the male sexuality. Many advertisements on these websites are associated to good looks, sex tips, tresses, styles, and fitness. Women on every single web page are displayed wearing clothes that reveal too much sexuality. Maxim and Cosmopolitan websites both have a marquee on their home pages that grab attention of the viewers, and the information displayed in it is correlated to sexual characteristics, film review, and the models promoting high end glamour products. Cosmopolitan targets new upper middle-class white women and their products are stringently directed towards women, and Maxim attracts men by promoting women.

Analyzing the advertisements from the social perspective has truly made certain old and present issues apparent. The hidden stereotyping, or

knocked out philosophy is influential to operate without being aware of the control and it is socially fabricated within the societies. Although the advertisements focus on gender roles and sexism, there are numerous other concerns that must be observed and discovered within these advertisements such as race and the class status.