

# Women in advertisement essay



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Advertisements are paid announcement for goods and services for sale in newspapers or magazines, on radio or television. In almost all advertisements, women's body and physical appearance are used to promote the goods and services in a way that makes people want to get the services and buy the goods. Most women tend to judge themselves based on how they look, as well as those they see in the media. Also, it has been seen that women are in almost all advertisements including both reasonable and unreasonable.

Most men always want to buy products based on how they want to be viewed by women. Firstly, most women are in the habit of judging themselves depending on how other women around them look, as well as those in the media too. Advertisements show women that are considered to have good physical appearance. The women in these advertisements envy other women which makes them to comment on themselves or other women. An example is the Victoria Secrets' commercials. They show commercials to make other women feel jealous and want the women to be like those in the commercials. The women in the commercials are thin and attractive. They wear tight under-wears or bikinis.

These companies try to get women to buy their products by making them feel jealous. Briefly, these companies always make all females jealous to get customers. Furthermore, we tend to see women in all sort of advertisements, both sensible ones and non-sensible ones. These advertisements show women in commercials that are not worth showing women. For example, a beer company that produces a beer brand named Thirsty for beer release adverts for their beers that show half-naked women.

Beers are for drinking, not for sexual use. So there is no good reason to show exposed females in beer commercials. As a result, this is how we see females in irrelevant commercials.

Lastly, some advertisements make some men attached to the fact that women's attentions are drawn to some kind of men. The content of these advertisements contain men that are unattractive to women. The men are either bad looking or do not have great personal hygiene.

For example, Axe products which contains fragrances, deodorants and shower gels for men, often release commercials that shows men who have problems in engaging with the opposite sex. The women in these adverts are usually tall, thin and physically attractive to people. So, in order for men to buy these products, the companies use women's bodies to get customers. Therefore, this is how companies use women's physical appearance to make men buy their products. In conclusion on how the body of women are used in all advertisements from beer to cars. Many companies use women's physical appearance to make men buy their products.

They also use females in all sorts of commercials, both appropriate and inappropriate. And they try to get customers by making female ones envy each other. People should try to buy products based on how useful the product is, not because of the sexual part of it.