

Does sex really sell

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**ASSIGN
BUSTER**

Topic: " Does Sex Really Sell?" Instructions: Answer the following with thorough and focused (i. e. be sure to stay on topic) responses What is relationship between sex and the products shown in the adds? What specific examples in the ads are used to convey this relationship?

I believe that the relationship between sex and the products shown in advertisements are entirely for attention-grabbing purposes. If men are the targeted audience for a product being promoted, the advertisements usually feature attractive, or sexually provocative, women, and an example is a BMW print ad (Appendix A). After seeing the image of the woman in the print ad, the reader's attention is grabbed and will then ponder on the message on the advertisement which is in small text. Aside from the attention, I believe that the men will also feel physical response on the ad that will stimulate the imagination as well as inspire them to desire the product being promoted.

2. How do you think different age groups, adolescent, young adult, middle-aged adult, older adult, are most likely to feel about the ads when they see them? What is the likelihood that each age group will be influenced to buy the products advertised by sexualized images?

One thing which may be very common about the so-called " red-blooded males" is that they have a preference for visual or physical impact which means that men of all ages could be easily attracted to a pretty female. Physical or sexual attractiveness was linked to positive characteristics such as honesty and intelligence (1). This collective attitude is seen as unconscious and there is a high likelihood to perceive the advertisement as true, thereby influencing the viewer to support or buy the product.

3. In your discussion above be sure to incorporate and explain why you

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selected three concepts from the assigned text readings.

Discussion 8 Part II Instructions:

1. Identify three "take-away" elements of the course that added to your understanding of human sexuality and you believe will serve you well in the future and explain why.

By understanding the "innate" or natural propensity of humans to regard well or positively the physically attractive persons they meet and encounter in their lives, I believe that it would serve me well to aspire to improve my physical appearance. Physical appearance is unconsciously a manifestation of how one human disciplines himself or herself, so that those who maintain a regulated lifestyle equally meant a well-disciplined person that can handle responsibility when expected of them. This will be a positive indication for a good career or job in the future for a person who has maintained a physically attractive personality.

2.. Then describe the most meaningful three things you learned by participating in the weekly course discussions.

The most meaningful three things I learned in participating in the weekly course discussions are maintaining desirable traits such as respect and pleasantness towards others; that a positive relationship with others will be maximized with a physically attractive personality; and that it is advantageous to aspire and sustain a physically attractive as well as socially pleasant personality.

Reference:

Dion K, Berscheid E, Walster E (December 1972). "What is beautiful is good".
J Pers Soc Psychol 24 (3): 285-90.

Appendix A:

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Source: Picchore from <http://picchore.com/wp-content/uploads/2010/11/greatest-used-car-ad-ever.jpg>

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