

Advertising and body image assignment



**ASSIGN
BUSTER**

Advertising and Body Image Assignment Who do you think the target audience for each of these ads are? Personally, I think both these ads are directed towards teenagers aged 16 – 28. I came to this conclusion about the target audience due to the fact both models in the ads are in that age group, and the photographer used "sexual / intimate" poses to engaged the target audience and advertise the product or company. How do you think the target audience is expected to respond to the visual ads? Personally, I think they are expected to be engaged to the ad being shown.

But, reasonably I think some people are more offended than others. The creator of this ad is trying to sell the ad by showing sexual poses or revealing photos, something a teenager would be drawn to. How much of each advertisement is taken up by the actual product? Give a percentage in your answer! For the Barometric ad, personally I think only 6% of the ad is used for the product being shown, which in this case is the Barometric jeans. For the "Shalom" ad, personally I think only 25 % of the ad is used for the product being shown, which in this case is the perfume.

What do you think each ad is actually saying? Hind the Barometric ad is almost saying that if you are a guy, this is what you have to look, perfect abs and a perfect body. Think the "Shalom" ad is saying that if you have this perfume, you will look like this or feel like this. This ad is very miss leading to young women or adults. Where might these ads appear? Be specific and give reasons for your answers! Personally I think these ads may appear in magazines or on a billboard sign when driving on the 401.

When looking at the Barometric ad, it looks to me that the ad is displayed on a large billboard sign, placed beside a busy road or highway. The company purposely does this to advertise the company by using a busy place knowing that a lot of people would see it while driving by. I think the “ Shalom “ ad would be found in a women’s magazine to catch the eye of women, to purchase the product. Also think you find this ad in a sports illustrated magazine, knowing that men would see the product and think about buying it for there wife or girlfriend for her birthday, Valentines Day or even Christmas.

In advertising, camera angles are a powerful way to involve and influence the viewer. For each ad what camera angle is being used? What message does the ewer receive from their involvement with each ad as a result of the camera angle? For the Barometric ad, personally I think that the camera angle being use is “ low’. When you look at the ad, you are looking up making the model look dominate and in a more powerful position. I think the viewer does receive involvement when looking at the ad due to the fact that they are drawn to the dominate image right away, selling the product or company to the viewer.

For the “ Shalom “ ad, personally I think that the camera angle being used is “ Straight on”. When you look at the ad, you are looking straight on, giving the ewers equality. This gives the viewers a feeling of equal power, and allows the viewer to see ever part of the ad clearly. How do you think these advertisements can affect teenagers of body image and self esteem? Think both these ads; do affect teenagers in a negative way. These ads make

teenagers feel, “less valuable” because they don’t look the same as the models in the ads.

This then relates to teens self esteem and lowers their confidence. Think media is revolving in a negative way, media is changing the way we think and act towards these ads, and we end up changing our true beauty for something we saw in a magazine. The Barometric ad is making men / boys think having a 6 pack abs is normal, when we know it's not. The “Shalom” ad is showing young women that beauty is being flawless with not a freckle in sight, but is this really possible? If God wanted us all to be the same, what would be the point of having the word unique?

With so many advertisements like these surrounding us and affecting us either directly or indirectly, what are the challenges of living a life according to Jesus’ teaching of the beatitudes? As part of your answer, which beatitudes would be most difficult to follow considering the messages in these ads? One of the challenges we face trying to live a life according to Jesus, is the fact that our world is not perfect and it’s hard not to get sucked into life’s little things instead of looking at the big picture.

Jesus always wanted us to put others before ourselves and think of people’s best interest before we make a decision. Think Jesus is right when he says those things in the bible, but are we really living a life that’s like that anymore? Those are the questions we have to ask ourself when looking at the beatitudes. I think the hardest beatitude when relating back to these ads would be “Blessed are they who are persecuted for the sake of righteousness, for the kingdom of heaven” I think this beatitude shows that

its hard to stand up for what you believe in when everyone else is going against you.

Its like the ads, how do you look at these ads and not want to change or look like that, you simply have to take a step back and think of your beliefs and what god would want you to do! Now choose an advertisement from a magazine or the internet that could negatively affect a teenagers self esteem / body image and attach it to your assignment. Answer the following questions. What Product is being sold? The product being sold in this advertisement is “ Milk”. Who is the target Audience? Personally, I think the target audience for this ad, is directed towards women/ young girls of all ages.

What camera angle is being used and how does this affect the viewer’s involvement with the image? Personally, I think the camera angle being use is “ Straight on”. I think this because when looking at the advertisement it is showing equality towards the viewer, and that its an eye level advertisement making it a straight on camera angle. What messages(S) in the ad are being sent? Consider both words and images! Personally, I think the message being sent, in picture and in words is that, if you drink milk you will look like this and somehow get a milk moustache.

The words impact the viewer’s knowledge and the picture gives a visual that milk is good for you. If advertisers are aware that ads like these negatively affect the self esteem of thousands of teenagers, why do you think they continue to create them? Think they continue to create these ads in order to make money. No one in the advertisement business is trying to hurt anyone

with these ads it's simply about the money, and how much revenue they can make on each ad.