

# Rhetorical analysis

[Linguistics](#), [English](#)



In a blog article d ' THE MARILYN MEME', Cromarty displays the general perception of women when it comes to body size. The article discusses the growing notion in the society where women who are big in size are perceived not to be as attractive as those who are small. The author uses the images of a famous American icon, Marilyn Monroe, and a model that is thinner compared to Marilyn. The author is trying to convey the message that, although Marilyn is relatively bigger in size she is considered more attractive than the model. The historical context of the article is the perception women have had over the years of what constitutes beauty. The author is trying to appeal to the women population to change their mindset on body size and focus on health, since obsessing on the appearance of their bodies will only lead to low self-esteem.

An advertisement that was aired by Levis in 2010 depicting that they sell different types of jeans for all sizes sparked a lot of criticism since the women models used were almost of the same body size. This advertisement was found by many critics to be abusive to women who bigger in size than the models who appeared in the advertisement. Perfume companies also tend to suggest in their advertisements that women who are leaner and taller are more attractive than other body shapes. However, in a recent advertisement by Ashley Madison, where the model used is big in size, shows that it is possible for a woman to be huge and still be beautiful. Companies dealing in selling of brassieres usually target all women of different sizes in their advertisements.

From the examples stated above, it is clear that the message being conveyed in these advertisements is that a small size and a leaner body is

more preferable. However, there are other advertisements that are trying to make women, who are considered bigger in size, more comfortable and confident in their bodies.

#### Works Cited

Cromarty, Heather. The Marilyn Meme, 2012. The Society Pages. Web. Accessed April 11, 2012.