

# [Women in advertisements](https://assignbuster.com/women-in-advertisements/)

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WOMEN IN ADVERTISEMENTS In modern societies, women and men have equal rights to law in most areas such aseducationand employment. Howewer, there is an unuequality as gender between male and female. Because social gender is related with power and patriarchy, a dominance of man over woman, has to do power relations. Therefore, holder of power is men and women are regarded as opressed and sex object. A social unequality between men and women is being used women and female figures in advertisements mostly.

There are severeal reasons why woman or female figures are used in advertisements The fist reason to this is visuality. Visuality is important because it is the most effective way to appeal to the senses in advertisements and for this, women are used mostly. These advertisements involve beaty of women, sexuality, their body and they show that women are sex object. In addition, having a beautiful and well groomed body is important for women in advertisements. Advertisements give messages that women improve themselves and they look beautiful and thin. Therefore, all woman want to live same life, to wear and eat same things.

For example, in Doritosadvertisement, Megan Fox is used and it shows that if woman is beautiful and sexy, she deserve to draw applause. Therefore, these advertisements reinforce the idea that womens are sex object. The second reason that women give informations aboutgender rolesin advertisements. In these advertisements, women are regarded as housewife and role of women is to serve children and husband, to cook and clean. Therefore, these advertisements reinforce social gender role. In addition they have functionalist perspective because women concentrate on domestic andfamilyresponsibilities while men work outside the home.

For example, ACE is a bleach advertisement and it shows that womens are a symbol of cleaning and housework. Also, in Istikbal advertisement, although woman coming from work is tired , she serves to her husband. Another point is that sound of authority belongs to men in advertisements because men manipulate women mostly. For example, in Kolsa, carpet detergent, advertisement, man talk with woman and help her the cleaning and it shows that men dominate over women. In conclusion, women are shown by their body or housework in advertisements.