

# Women in advertisements

[Business](#), [Marketing](#)



**WOMEN IN ADVERTISEMENTS** In modern societies, women and men have equal rights to law in most areas such as education and employment. However, there is an inequality 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 oppressed and sex object. A social inequality between men and women is being used women and female figures in advertisements mostly.

There are several reasons why woman or female figures are used in advertisements. The first 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 beauty 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 women want to live same life, to wear and eat same things.

For example, in Doritos advertisement, Megan Fox is used and it shows that if woman is beautiful and sexy, she deserves to draw applause. Therefore, these advertisements reinforce the idea that women are sex object. The second reason that women give information about gender roles in 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 and family responsibilities while men work outside the home.

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