

# Reflection paper media

Sociology



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Reflection Paper: Advertisements The media uses images, spoken communication, and various methods to make a side of truth about a culture. Most advertisements, which are a form of media, focus on specific groups as their market section in relation to culture. In the current society, advertisements represent particular groups, experiences, thoughts, or societies from a specific point of view. Advertisements seek to capture the minds of their audience and touch their emotional and physical being. In this paper, I will explore perfume advertisements and their representation of culture. Perfumes target both males and females in the society and have an angle of sexual appeal. The media selected is advertisement. In particular, I explore Kate Perry's Killer Queen Fragrance advertisement and its reflection of culture and the society.

Sexiness is the selling point of perfumes, and most people look beyond the smell of perfumes to the sexual appeal the perfumes offer. This defines the American culture in which sexual orientation and appeal are part of their way of life. In the advertisement, Kate Perry is at first fully dressed, but she strips down to get a sexual appeal, which charms the men in the room. Advertisers normally advertise perfumes with a sexual substance to reflect appeal and passion. As seen in the advertisement, women perfume scent has a relation to femininity and sexuality. In addition, it is clear that the media presents perfumes in terms of class, whereby they are advertised in terms of class and public standing. Some perfume brands such as Hugo are clearly for successful people and attractive men who can attract women. Fragrances noticeably turn on or seduce the opposite sex as seen in Kate Perry's advertisement. Even so, there are perfumes that have a sports theme while others use the theme of revolt and freedom.

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Advertising perfumes requires advertisers to take on human psychology with wanted beliefs such as femininity or masculinity. Such beliefs define the American culture. In addition, some perfumes are expensive, and in effect, define class and status. Wealthy people tend to associate with certain brands of perfumes. Perfume advertisements go beyond their scent. The name and shape of bottles determine their consumers' needs. In addition, the celebrity culture, such as that of Kate Perry, attracts the American society. Celebrity-branded perfumes and designer colognes have higher sales than ordinary perfumes. Most advertisements use celebrities and famous models to support their products because it appeals to the American culture. Perfume advertisements cannot employ the sense of smell though television, and for that reason, rely on images that appeal to the sexuality of their target audience.

The society behaves according to specific limits in their definition as subjects in terms of womanliness and manliness. Culture defines the way that people act and speak, and their sexual orientation. Perfume advertisements influence the behavior and interactions of men and women in the American society a lot. In the contemporary society, the media glorifies personal looks and appearance, and perfume advertisements have taken the cue and done the same, as seen in the Killer Queen Fragrance advertisement. People connect with a perfume brand because of the image it represents, sometimes even more than they relate with a scent. Society, culture, and media are celebrity and lean on a sexual point of view.

#### Work Cited

Kate Perry- Killer Queen Fragrance.

Available at [https://www.youtube.com/watch?v=E\\_turP238OM](https://www.youtube.com/watch?v=E_turP238OM)

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