

# Body image

Psychology



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Body Image al Affiliation Part Detailed of an Advertisement Victoria Secret Commercial shows Victoria's secret models posing in the body by Victoria bra collection with different new looks and spectacular comfort. The company uses body positivity to advertise their products hence gaining too much credit. It shows a few conventionally curvy women although the naked images tend to show how women's self-esteem is torn down by our culture. The commercial that acts as a cultural gatekeeper of sexual perfection uses an unattainable body shape to sell bras to teenagers who always worry about how they perfectly look in the eye of men. It attracts the teenage buyers who want to look and appear like the models in the commercial.

#### Part 2: Critical Thinking Questions

1. The intended audience for this advertisement is the women and teenage girls who are more concerned with their appearance than any other thing. They are the audience that love to imitate models and would always work hard to assume a curvy body shape. The group's age group is between 15 and 30.
2. The commercial is accompanied with a sexy sound from musician Autre Ne Veut's "Counting" that boosts the public awareness by letting the song's horny synth make an appearance in the advertisement. The music meticulously fits the lovely imagery of the models showcasing their sexy overt images that the company considers a fashion show.
3. Women tend to copy perfection shown on the advertisements yet these flawless are not real and cannot be achieved by the advertisers themselves. Commercials portray models as people with slim perfect look hence making audience to try to lose weight and gain smooth skin just like the image seen on the advertisement. Women will therefore love the advertisement because <https://assignbuster.com/body-image-essay-samples/>

it shows what they want to achieve. Men will however interpret the ad as something that exposes women's sexy and curvy body parts. They will be attracted to the advertisement because of the images of curvy women used.

4. This ad is inaccurate in its portrayal of the body image because it exposes women as sex objects and people who are so much interested on how their body images are perceived by men. It has ensured strong sexual element in the design by using the naked body which is hidden under garments. The advertisement emphasizes on looks thus making women to be seen as objects instead of human beings by surrounding us with idea of beauty thus inducing women to try to achieve looks that are similar to the ones in the advertisement. This ad tends to corrupt the mind of women making them believe that a good image comes from the brand advertised. However, the bible talks against such kind of misleading as found in the messages such as “ Do not be misled; ‘ Bad company corrupts good character’” (1 Corinthians 15: 33) and “ Cast all your anxiety on him, because he cares for you” (1 Peter 5: 7). Young people need to dress in a holy or in a dignified manner without showing off their bodies.

5. Adolescents are always more concerned with their looks and appeals and that is what the ad gives to them. The notion of sexuality and looking or appearing like the models in the commercial is of a great significance to the adolescents. They would want to buy the bras to fit their bodies just as they do to the models.

6. The Victoria Secret Angel is aware that most adolescent girls are under pressure to appear sexy and to engage in casual sexual encounters and that the society people live in value signs. The company understands that the current society values looks and appearance especially young girls who think <https://assignbuster.com/body-image-essay-samples/>

that having a curvy body is a basic requirement to fit in the society.

### Part 3: List of Resources

Adolescents are normally concerned with their looks, feelings and moves that are normally shaped by emotions, perceptions and physical sensations. They greatly experience physical changes that make them think much about their perceptions of their body image. Some would feel negatively especially concerning their body sizes while a few are usually satisfied. There are various factors that influence the perception of body images such as the media messages and other familial messages. However, the adolescents need to understand that God cares for their souls, heart and bodies more than they do to themselves. They need to know that God loves and cares for them despite of their physical looks.

### References

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This article examines risks arising amongst youths because of the development of depressive affect that encounter adolescents because of the issues regarding body image.

The new Jerusalem bible. (1985). New York: Doubleday.

The bible provides the guidelines on how adolescents should carry themselves and the fact that God cares for them all. It assures the adolescents that they must not conform to the worldly things but stick to the heavenly requirements that are documented in the bible.