

Socialization into
ideologies about sex
gender or race
ethnicity or class or
sexu...

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Socialization into ideologies about sex/gender or race/ethnicity or class or sexual orientation in shows, movies, or commercials

A STEREOTYPICAL TRANSFORMATION A cliché; a stereotypical transformation of mind, after all “ Needs are imposed by nature. Wants are sold by society.” (Mokokoma Mokhonoana)

Show a kitchen where the women work to deliver food to a haughty man sitting outside devouring it leaving none of his hands idle. Show pretty women wearing expensive clothes living luxuriously in an ostentatious abode. Use it to spread prejudice, use to spread fear, anarchy, use it to ignite media wars- political wars and above all use to spread self-depreciation. Each of these tactics has a profound affect in keeping the creator’s message embedded in our brain.

Humans crave luxuries but they fail to understand much to the profit of advertisement that a Honda can drive to the requisite destination no differently than a Cadillac, other than the amount invested in buying and maintaining it. The society is lust driven. In the end it’s all wood, metal and glass with a pretty décor.

Call it sexism but advertising women cleaning toilets while men get to wear beauty creams isn’t exactly an equality based stance. Or men riding bikes while women waiting around the corner asking for them and then allowing a stranger to take her home on his shiny new ride? What is the psyche behind it? Calling for self-depreciation in women or seducing the male population spend worthless money?

Socialization incorporates learning from the surroundings into the

personality. Just as Disney helps shapes up the childhood and aids in reasoning without reason that pink is for girls while blue is for boys. You want to brainwash a society? You want to spread patriarchy or sexism? Or you might want to educate the vulnerable masses? It's media you call for aid; the ultimate weapon.

Playing with psychological capacities, keeping the masses hooked waiting for a particular show. The advertisements target subjective vision, manipulation can only be observed if they are seen with a more objective approach.