Killing Us Softly 4: reaction paper

Advertising is a major industry that promote ideas, products and services. Today ads are everywhere and affect people unconsciously. They create a toxic cultural environment with unhealthy images. Before watching the video, as a woman studying communication, I was aware about the negative representation of women in advertising, but not fully realizing the impact on the society.

Advertising conveys the image of ideal female beauty that it's impossible to achieve because pictures are created through computer retouching. In the ads, women's bodies are turned into things and objects, or are often dismembered. "When their bodies are separated into parts, women cease to be seen as whole persons "1 The implication is that women are more seen as objects rather than humans. These images affect the way women see themselves in a negative way, it impacts on their self-esteem and they are more and more using cosmetic procedures.

Advertising also develops an obsession with thinness that encourages women and girls to have unhealthy attitudes trying to obtain a perfect body. The fact to see always beautiful women in ads can lead to shame, disgust, and appearance anxiety, which in turn can contribute to eating disorder or depression.

Women are often pictured as little girls and their body language is usually passive and vulnerable in ads. Moreover, sex in advertising is very common and is used to sell products on the market, to grab attention. Girls are encouraged to see the fact that they are sex objects as their own choice and the problem for me is that girls think it's normal: "as the portrayal of women as sex objects in advertisements became more common, young, educated women were less offended by these portrayals."

The truth is that the way men are pictured in ads is very different than women. Men are generally bigger, stronger, and more powerful than women. The negative and distorted image of women affects how they feel about women, and see them as inferior. Also it creates a climate of violence towards women. Indeed, masculinity is often linked with violence, and a lot of images eroticizes violence against women. Because of the influence of the media, more violence occur in relationships.

However, there are some signs of progress since few years. For example the skinniest models have been banned from some catwalks, certain magazines stopped using Photoshop. I thought it's profitable for everybody because people want to see bodies in a range of shapes, sized ages, and physical capabilities that they can identify themselves to.

In my opinion, the obsession with thinness, the tyranny of the ideal image of beauty, and violence against women are all public health problems that affect us all. We need to transform our attitudes as a culture about body and food, but it's very difficult when we are surrounding my messages telling us to hate our bodies because they are not perfect. We need to work together to change norms and attitudes regarding women. More than that, we need to learn to think beyond the advertisements. It is easy to blame the advertising firms about the negative images they convey trough advertisements, but we must take into consideration that advertising agencies translate what the audience wants to see into advertisements to buy the product, in relation with the company's image.

¹ Authory Joseph and Paul Cortese (2004). Prococateur: Images of Women and Minorities in Advertising. Bowman & Littlefield, P.38 2004.

Zimmerman, A., & Dahlberg, J. (2008). The Sexual Objectification of Women in Advertising: A Contemporary Cultural Perspective, Journal Of Advertising Research 48, no. 1, P. 71-29.

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