

**THE LANGUAGE OF FEMALE REPRESENTATION IN
ADVERTISEMENT**

BY

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**DEPARTMENT OF ENGLISH AND LITERATURE
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BENIN CITY**

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**AN ORIGINAL ESSAY SUBMITTED TO THE DEPARTMENT OF
ENGLISH AND LITERATURE, FACULTY OF ARTS, UNIVERSITY OF
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REQUIREMENT FOR THE BACHELOR OF ARTS (B.A) DEGREE IN
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CERTIFICATION

This is to certify that the project titled **THE LANGUAGE OF FEMALE REPRESENTATION IN ADVERTISEMENT** was undertaken by **OWOFIO OGHENERUONA BRIDGET** of the Department of English and Literature, University of Benin, Benin City.

DR. KAYODE IYASERE
(Project Supervisor)

DATE _____

DEDICATION

This long essay is dedicated to God Almighty, all glory be unto His name, to myself for the hardwork, to my lovely parents for the support throughout my stay in school , and to my lecturer for their timeless effort in making me a better person, and to this able institution, University of Benin for allowing me grow under its wings.

ACKNOWLEDGEMENTS

To my most esteemed project supervisor DR. KAYODE IYASERE, You have not only been our supervisor, but also a father who welcomes, values and believes in his students. I owe you a great appreciation for this. I appreciate your good correction and guidance. Being under you, Sir, is an honour.

Words alone cannot express my gratitude to Chief Johnson Fada Owofio, who provided the funding for my higher studies. For of your unconditional love and kindness. I am appreciative of the gift you are to humanity.

I appreciate my mother, Mrs. Christiana Owofio, for never giving up on me, thank you for always being there.

I also want to acknowledge my friends, Uko Jennifer, Okeke Amarachi Joy, Eduwaye Precious, Raphael Joy, for the constant love and support.

Above all, God is glorified in this work and his purpose to see more souls saved, and be like Him will be achieved much more, through us, I pray

CHAPTER ONE

INTRODUCTION

1.1. Purpose of Study

The purpose of this research is to evaluate the various ways language is used by advertisement agency in the explicit and implicit representation of the female character.

1.2. Scope of Study

The scope of this study will be limited using the theory of representation, the constructionist approach, as the basis for the analysis of languages used in the implicit and explicit representation of the female character in advertisement.

1.3. Research Methodology

The qualitative research method is applied in the acquisition of data, data collection of different commercials in no particular order, are gotten from the internet. Analysis will be made on the commercials stated as follows: Virginia Slim, Keds Shoe (2016), Bic Pen (2015), Samsung SF Notebook (2010), Mr Clean (2011), Coca Cola's Fairlife Milk of (2014), American Apparel (2014), Sony PlayStation (2014), Fat Shack burger ad of (2015), Burger Kings Commercial and Carl's Junior Burger Commercial.

1.4. Theoretical Background

The theoretical framework adopted for this research is the theory of representation by Stuart Hall. According to Hall representation is the ability to describe or imagine. Representation is important because culture is always formed through meaning and language, in this case, language is a symbolic form or a form of representation. (15).

The meaning of culture itself is always mediated by language to be shared with each member of culture. From this, Hall points out the importance of representation as a means of communication and social interaction, in fact he asserts representation as a basic communication need without which humans cannot interact.

Hall divides representation into three forms;

Reflective Representations:

Reflective representation is language or various symbols that reflect meaning.

Intentional Representation:

Intentional representation is how language or symbols embody the personal purpose of the speaker.

Constructionist Representation:

Constructionist representation is how meaning is reconstructed 'in' and 'through' language. Specifically for constructionist representation, Hall coined two

approaches to study it, namely the semiotic approach and the discourse approach. This thinking likens its form to the concepts of encoding and decoding that Hall spawned in media studies. Meaning is gotten through language. You make sense of the world of people, objects, and concepts, as well as how you are able to communicate a sophisticated idea about such matters to others in ways that their language may be understood.

1.5. Review of Related Literature and Justification of Study

Language:

According to Luna & Peracchio, the “ language can affect not only the attitude but also the choice of the products.” (285).

Advertisement:

Kumar states that advertisers influence and control the target group of people and promote their products by using different activities and also give the information, (2004).

Representation:

In advertisements, representations belong to the appearance of the societal characteristics with the parts of vision. Advertisements show those principles, which are based on the cultural, social and religious objects. To describe the truth to the people, advertisements exercise in presenting things like people, ideologies, events and other concepts. Representation in advertisement engages “the procedure and creations of design”. Akhter, (2008).

Method refers to the process where creators merged the sociological and psychological characteristics of human. They portray world of dream to catch the attention of the customer and manufactured good is the result of formation. Representation involves not only how “characteristics of every person are portrayed within the content but also how they are created in the procedure of creation and response by people whose characteristics are also dissimilar to such demographic factors. Akhter, (2008).

According to Sheehan, “Given that men and women differ in different ways, it should not be surprising that advertisements portray men and women differently. Although, these portrayals vary based on the medium in which they appear, “many decorative depiction of women tend to show women in sexual and alluring positions.” (90)

Female Representation:

“Globally, women are much more likely to be portrayed as dependent in advertising and much more likely to be pictured at home or in closed places, such as a market place, a supermarket, a classroom, or boutiques,” Cheung and Leung (2014).

Also, women are often portrayed in decorative roles, where they are depicted as passively decorating the commercial and disengaged from the product, Plakoyiannaki and Zotos (2008).

Habiba reveals that “women are still considered responsible for the home and family life, as well as responsible for keeping their beauty and physical appearances attractive and seductive, not for their own self-esteem but for men’s pleasure and satisfaction,” (2008).

According to Nowosenetz, “ Women are portrayed in as touching self, caressing an object, lying on the floor, sitting on a bed or chair, eyes closed, not alert, confused, vulnerable, body contorted, dressed like a child, holding an object or a man for support, sexy and sexually available, seductive, playful and careless, (2007).

1.6. Thesis Statement

The language of female representation in advertisement shows the positive, stereotypical, and objectified image of the female entity.

CHAPTER TWO

POSITIVE REPRESENTATION OF FEMALE IN ADVERTISEMENT THROUGH LANGUAGE

2.1. Introduction

The positive representation of the female entity is likely to have a favorable effect and influence on the opinions of the audience in an advertisement. The observer is given an ideal role model if female characters are depicted in a courteous and appropriate manner. This study is to understand the language of empowerment by advertisers as a means of portrayal of female.

2.2. Language

Language is a form of human communication that uses words in a structured and customary way to convey ideas through voice, writing, gestures, or another non-verbal form of expression. Language is also utilized to represent experiences; it is seen as a mediation tool in the creation of advertisements since it is interactive and puts emphasis on the message being conveyed. Language is the principal method of human communication, consisting of words used in a structured and conventional way and conveyed by speech, writing, or gesture. Language can be used as a creative tool by artists for poetry, calligraphy, or as a metaphor to discuss issues like cultural variety and the fragility of the individual in a globalizing society, language can be considered artistic.

Language always shapes discourse themes, subjects, and tactics. It also has the ability to establish specific ideologies that will also have an impact on and shape objectivity and our awareness since it is visual, taking the form of a visual picture or symbol. Visual language is just as powerful as written and verbal language.

The use of language in advertisements plays a part in conveying the value that users place on the offered goods or service. Here, language also serves as a medium for disseminating concepts in society.

2.3. Language of Advertisement

This refers to the mode of discourse used in advertisement, the language of advertisement is simply a fusion of language and features of mass communication by an advertisement industry taking into consideration the goal of persuasion with the effect of customers selecting the product of commercial. Advertisements use transactional language, appealing to the minds, beliefs and wants of the consumers. Advertisers makes use of celebrities as product ambassadors, by describing their own product experiences, these celebrities promotes the efficacy of such product. The media makes use of catchphrases that lauds the customers into purchasing the products made available in the commercial. Advertising constantly communicates with us throughout the day, whether it is to get our attention, educate us, remind us, make a suggestion, or inspire us, it is the process of bringing something to our attention.

Advertisement in denotes the promotion of a product or service by announcement through the media both on a cognitive and emotional level, advertising has an impact on shaping social attitudes and consumer behavior. Because of this, advertising has psychological impacts and conflicts with the moral and ethical norms on which society should be established. Every day, stereotyped depictions of women in advertising, such as TV and Internet commercials, billboards, and magazines, can be seen. These depictions typically show a housewife, a businesswoman without children, or just an ornament. The contradiction that women frequently experience, which has no apparent connection to the good or service being offered, prompts the following inquiries, which serve as the focus of this paper: whether women are frequently portrayed in commercials. Thanks to the media's use of communication and discourse, the representatives in an advert content and the audience are connected.

Therefore if an advertisement industry favorably portrays women through the language it is more likely to have a massive impact on the extended brand-customer relationship, as well as a positive behavioral response. The roles and depictions of women in advertising might influence how consumers view and evaluate commercials and products. The picture in the mind of the consumer and the surrounding advertisements should be closely related. The perspectives on gender may be used in numerous forms of languages to communicate, regardless of the sociological aspects and speech community that are present. While linguists

solely concentrate on linguistic elements unique to female language, those working in the advertising industry often figure out how to use these features to their own advantage. Understanding the language of advertising is essential if one wants to comprehend the goals of advertisements as well as the methods employed to reach and sway target audiences. Advertising language expresses emotions, and persuades, or describes. In addition to selling, advertisements are used to convey to users the meaning of the products. It demonstrates how commercials affect customers morals and other core ideas. It simply explains how and why advertisements have expanded outside the realm of the sale of goods and services and are increasingly getting engaged with the formation of personal and societal values.

Advertisement industry also makes use of anchorage: the words that accompany images to give them a particular meaning in a particular setting. This comprises the captions, headlines, and tagline found in advertisements.

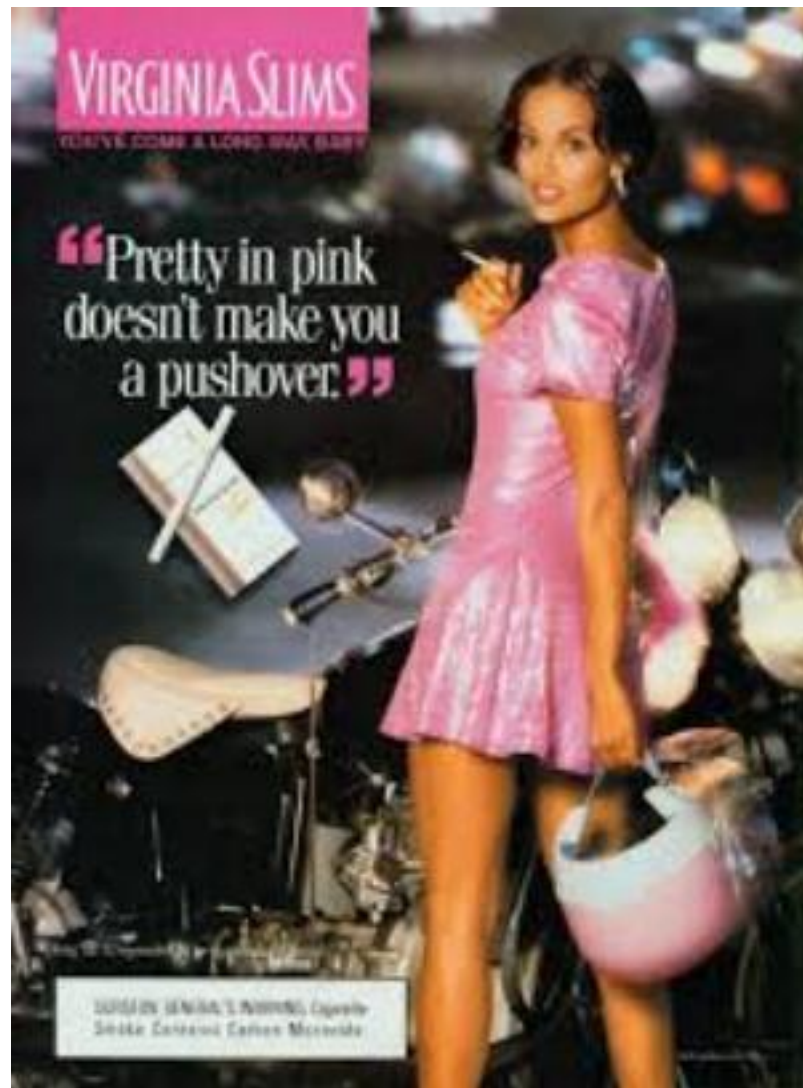
2.4. Positive Representation of Female in Advertisement through Language

Representation is the production of meaning through language. The act of representing is the state of being represented the expression or designation by some term, character, symbol, or the like. action or speech on behalf of a person, group, business house, state, or the like by an agent, deputy, or representative.

Positive portrayals provide a more realistic and optimistic perspective by presenting women as heroes rather than victims, and as active rather than passive.

The advertising agency frequently uses uplifting catchphrases, statements, and stances during adverts to depict the female character in advertisements in a positive light through the use of language. By including each of these elements in an advertisement, a clear picture of how to view women has been conveyed to the viewer, a positive representation encourages empowerment.

The phrase "empowerment" connotes liberty, the ability to do anything one's wishes, and the capacity to control one's own destiny. Due to empowerment the female character is able to make significant decisions about themselves. With the use of positive choices of language a sense of empowerment feeling can be ascribed to the female character. Females are psychological beings and tends to produce unique traits in terms of speech, attributes, and courtesy. An item, a person, or an idea is represented when it is expressed verbally, visually, or in writing. When portraying, the advertisement industry chooses from the language that offers these features. The influence of the media on the masses is as a result of authentic representation, produce strong role models, make the audience more receptive to new ideas, and even serve as an inspiration. It entails the aspects of vision that seem as societal features. Representation involves not only how "characteristics of every person are portrayed within the content but also how they are created in the procedure of creation and response by people whose characteristics are also dissimilar to such demographic factors". Akhter, (2008)..



Example 1: Virginia Slims Cigarette Advert

Source:

<https://www.google.com/search?q=virginia+slims+ads+empowering+pretty+in+pink+doesnt+make+you+a+pushover&tbm>

In the advertisement above the catch phrase “Pretty in pink doesn’t make you a pushover .” This slogan promotes a feeling of empowerment since it sends the idea that there are no restrictions and that women should not succumb to social vices that portray them as helpless and dependent on men.

Example 2: Keds Shoe Advertisement

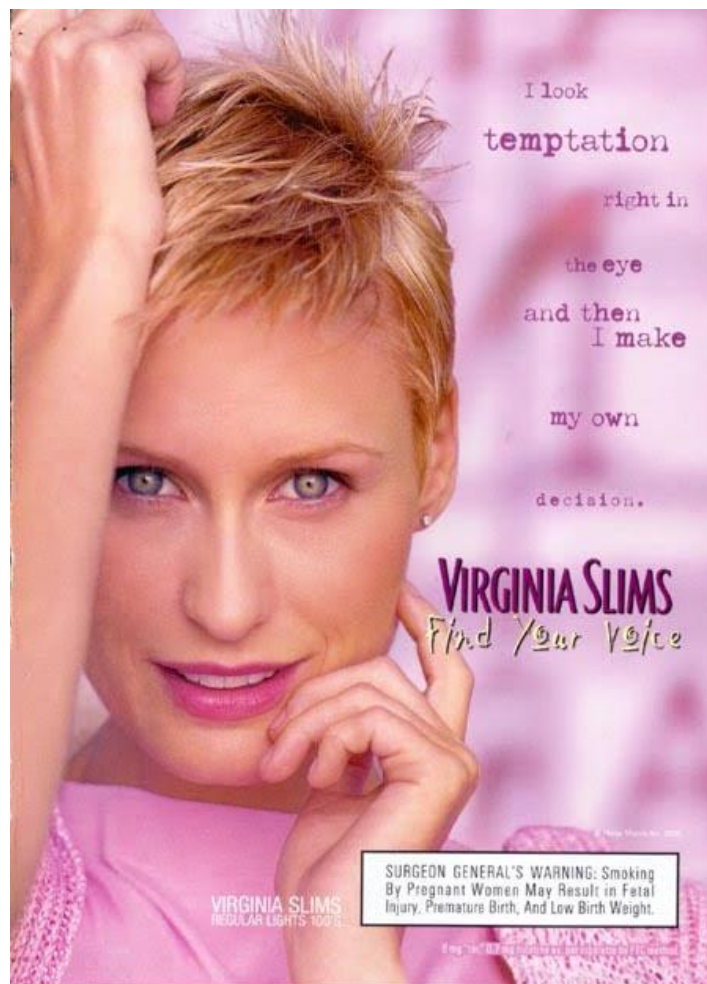


Source:

<https://www.google.com/search?q=empowerment+of+females+in+advert&rlz>

The slogan in this commercial, “This World could use a Woman’s Touch.” The use of language has given the female character a sense of self confidence; this statement alludes to the contribution that women make to society or the world and expressly emphasizes the value of feminine qualities.

Example 3: Virginia Slims Cigarette Commercial



Source:

<https://www.google.com/search?q=virginia+slims+ads+empowering&tbm>

"I look temptation right in the eye and I make my own decision," is the catchphrase. The slogan sort of gives a push to the female character, encouraging her to defy societal expectations of what a lady should do with her life. The model in this commercial is giving a direct gaze while also addressing the general public. The language choice implicitly depicts the idea of not withholding one's self in the means of struggles.

Example 4: Keds Shoe Advertisement



Source: <https://www.google.com/search?q=keds+shoe+ads+empowering&tbm>

The tagline for this advertisement is "Never underestimate a pretty face." is empowering because it suggests that the woman can be so much more than just a "pretty face". This phrase specifically refers to the norm of society's view of a lady as just being pretty and lacking anything of substance to offer.

CHAPTER THREE

THE STEREOTYPICAL REPRESENTATION OF FEMALE THROUGH LANGUAGE

3.1. Introduction

This study is to dispute the misconception of female representation found in media, representations of the female character are frequently determined by how males perceive them or by the way society expects them to act and look.

Women are frequently portrayed with an emphasis on their femininity and feelings. Others concentrate on their connections to their families or romantic partners. There are media depictions of women that adhere to social norms.

3.2. The Stereotypical Representation of Female

Stereotype is a widely held oversimplified image in which a person should conform to, These are a streamlined portrayal of an individual, a group of individuals, or a location using simple or evident qualities, which are frequently overstated. They can be used to swiftly introduce characters by depending on the audience's prior familiarity. Stereotypes can cause audiences to generalize about persons or locations, which is why they should be avoided. Stereotypes, tend to portray beauty narrowly, slim, and free of flaws. This is an unrealistic portrayal that can put pressure on young people to conform to an image that was possibly manipulated using technology.

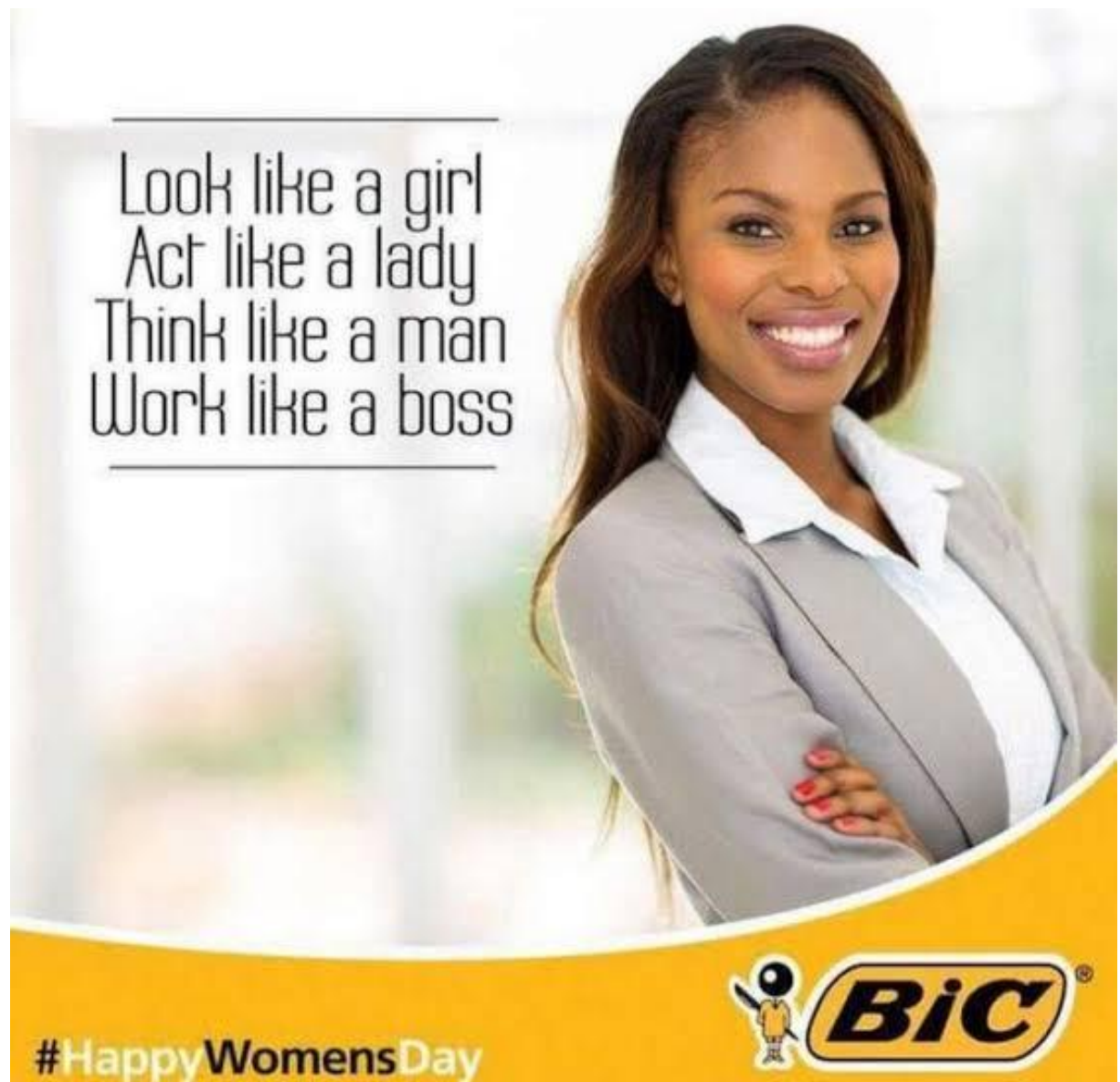
Advertising represents an ideal image of beautification and perfection; using "less than perfect" technique raises a feeling of inadequacy and dissatisfaction among women in society. The notion that women should conform to a specific body type to be regarded as the "ideal" woman is also a stereotype subjected to women and it's a false representation of females used by the media to promote their products. For women who are overweight, seeing a fit and gorgeous woman in a weight loss product advertisement may be appealing. They would connect that thing with a gorgeous, sensual physique. This will cause people to believe falsely that by using their product, they will appear as seductive as the woman in the advertisement.

Whatever the product, it's simple to make advertisements that appeal to male and female audiences for various reasons. It is implied that all women can be influenced by men, whether directly or indirectly through the advertisement and its message. particularly by sexual conduct. The notion that all women fit the same stereotypes and should be treated as such perpetuates this attitude. Furthermore, women are also depicted as submissive to men and may even face aggressive verbal or physical behavior in the advertisements. Women have been portrayed in the media in ways that males would like to see them: as attractive individuals, submissive mothers, and competent housewives.

3. 3. Stereotypical Representation of Female through Language


Language is a really powerful tool used by the media to portray such stereotypical views on how a lady should be perceived in the society, language is the communication between what the reader sees and what was registered in the mind, by using striking catch phrases in relation to the perception and unrealistic standards of what an “ideal” female should look like, advertisers have given an upper hand to the audience on how a lady should be viewed, by using sexist language or demeaning language that conforms women to the limit of just being a domestic helper and a pretty dummy. Analysis on various commercials and their slogans will be administered into this study to buttress my point. Additionally, prejudices about the female body are developed through advert and the ideology of beauty is produced through words. Thus, advertising language is employed to shape people's mindsets and promote idealized lifestyles.

Example 1: Bic Pen commercial



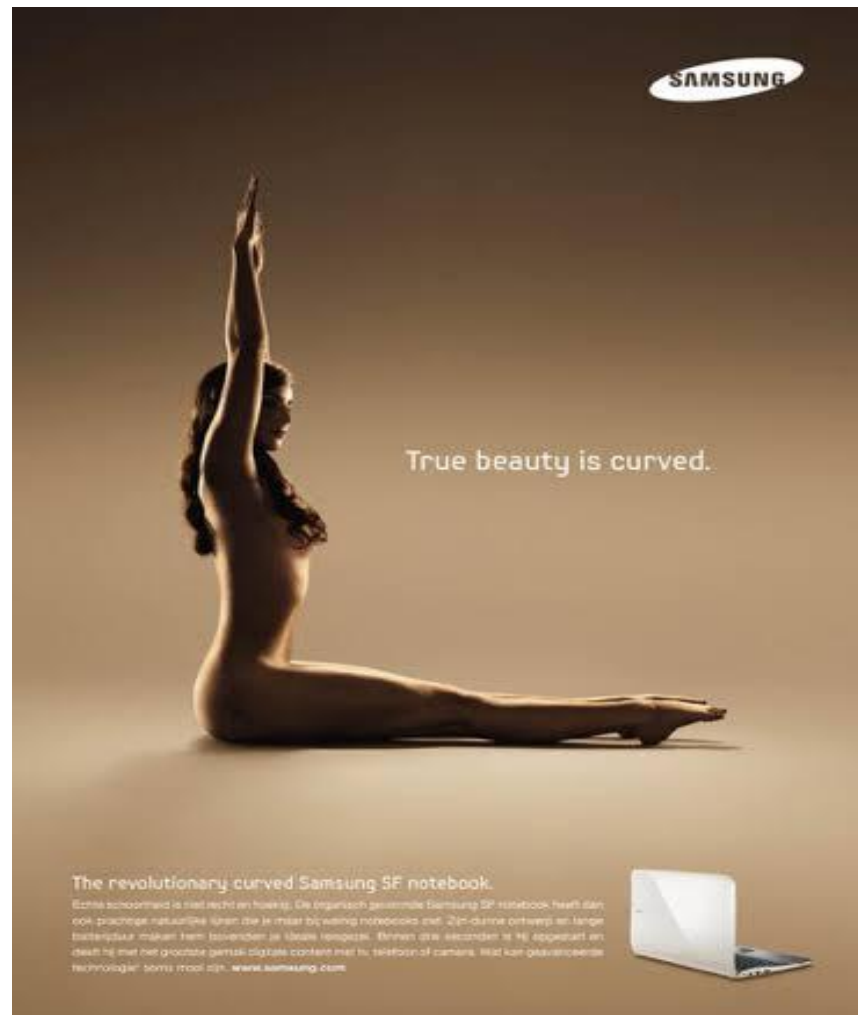
Look like a girl
Act like a lady
Think like a man
Work like a boss

#HappyWomensDay



Source: <https://www.google.com/search?q=bic+sexist+ad&rlz>

The catchphrase used in this advert content “ Look like a girl, act like a lady, think like a man, work like a boss” is as empowering as it is sexist, because it implies that the psychology of a lady is not adequate enough to deal with being a boss, with this choice of language the media perceives the lady to lack the proper ability to depend on their thinking faculty.




SAMSUNG

True beauty is curved.

The revolutionary curved Samsung SF notebook.

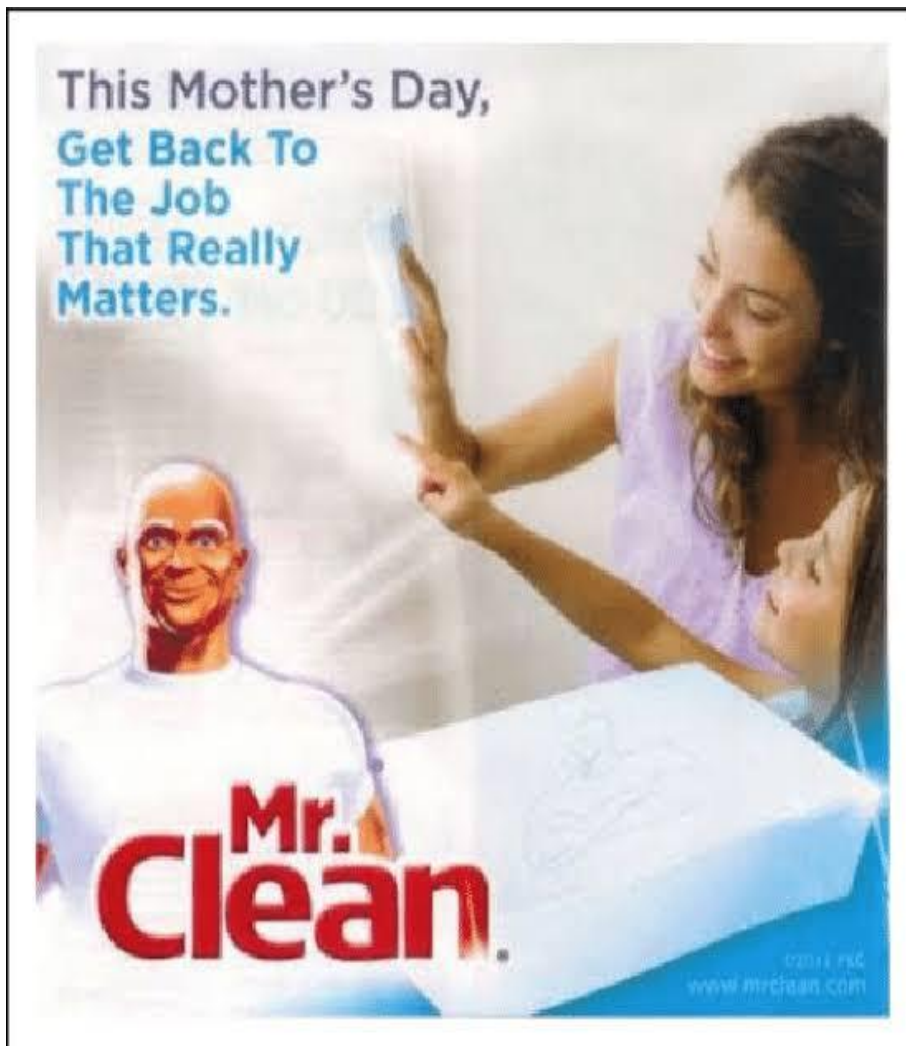
Echte schoonheid is niet recht en hoekig. De organisch gevormde Samsung SF notebook heeft dan ook prachtige natuurlijke lijnen die je mist bij weinig notebooks met. Zijn dunne ontwerp en lange batterijduur maken hem bovendien je ideale reisgezel. Binnen drie seconden is hij openbaar en dankt hij met het grootste gemak digitale content met tv, telefoon of camera. Wat kan geavanceerde technologie* soms mooi zijn. www.samsung.com



Example 2: Samsung SF Notebook

Source: <https://www.google.com/search?q=sexist+advertising&tbm>

The slogan "True beauty is curved" although this advert is for an electronic device, the language used in this Samsung commercial is a clear depiction of the stereotypical representation of what an "ideal" female body is to look like, the language is explicit and denotes exactly what it says, from the choice of words to the choice of model used in this commercial, it shows how shallow the basis of the female body has been subjected to, this advert has subconsciously Imprinted in the minds of viewers how to see a lady, and how a lady should see herself, with advert content like this females on the obese sides of scale begins to see themselves differently and this can ultimately increase rate of psychological effects. The language displays the traditional aesthetic standards of society for women's bodies, which dictate that for someone to be deemed to be "really beautiful," they must have a thin, attractive physique like the woman in the photo. In other words, there is only one body type represented by the Samsung advertisements. It may also point to a very limited notion of what it means to be curvaceous and attractive, promote severe beauty standards, and create an unspoken pressure on women to fit certain molds.

Example 3: Mr Clean soap commercial

Source:

<https://www.google.com/search?q=mr+clean+advertisement&rlz>

The slogan in this advert content “ This Mother’s Day, Get Back To The Job That Really Matters” this phrase is gender-specifics and obviously intended for mothers, more specifically. It establishes a link between mothers and chores like housecleaning. This advertisement is sexist because it associates cleaning with Mother's Day, "the task that really matters." That is because it continues to associate cleaning with women's domestic duties, even while they are on vacation. Women are typically seen in society as being at home and taking care of the home. It is clear that the terms chosen were meant to designate women as the ones in charge of taking care of the house and that they are expected to maintain proper care of it, by referring to cleaning as the “job” that really matters, it implicitly states that it’s the only thing women are known and good for.

CHAPTER FOUR

OBJECTIFICATION OF FEMALE REPRESENTATION IN ADVERTISEMENT THROUGH LANGUAGE

4.1. Introduction

The objectification of female representation has brought about various of psychological effects, by using language the female character has been reduced to just a mere object.

4.2. Objectification

Objectification in its basic form is the act of degrading someone to the status of a mere object. This can be seen in various forms of advertisement; the issue of Objectification has become a major role used by the advertising agency to capture attention of audience. Commercials that objectify women tend to be overwhelming because sexual desire is a powerful motivator, advertisers exploit sexualized bodily representations of women to sell items; this practice is problematic and harmful to women in the reality. The female character is taught that all they have to give is their body and face and that they should focus solely on their physical appearance as a result of the objectification of women in the media.

The practice of treating a person only as a sexual object is known as sexual objectification. In a broader sense, objectification refers to treating someone like a commodity or an item without taking into account their

personality or dignity. Although objectification, a form of dehumanization, is most frequently studied at the level of a community, it can also relate to an individual's actions.

It has been discovered that the sexual objectification of women has a detrimental impact on their productivity, self-esteem, and degree of status in the workplace. These are two distinct issues, objectification and self-objectification. The concept of objectification examines how society considers people in this case, women as objects to be enjoyed by others. This happens in commercials when a woman's body but not her face is displayed. These messages dehumanize women's bodies by holding them to an unattainable ideal and reducing them to objects of aesthetic pleasure, which leads to self-objectification. Women begin to perceive themselves and their bodies as objects of pleasure and play for men or women rather than as unique human beings when they begin to embrace this message.

Advertisement present women as sexual objects that ought to be acknowledged as such but are only so acknowledged for the amusement of men. In the media, a woman's sexuality is likewise heavily feminized. In other words, all women should strive to possess the feminine qualities and behaviors of women. It is the standard and shouldn't be changed. This is due to the way in which a woman's femininity and sexuality are marketed to and sold to heterosexual men in popular culture. The language used by advertisers to portray women are often that

of allurements, it always aims to appeal to the sexuality of the viewer of the advertisement content. It is engineered to gain more attention compared to a normal advertisement without the representation of a female character. The media tends to create emphasis on the physical attributes of a lady.

4.2.1. Sexual Objectification

Sexual objectification is the means of subjecting a person, male or female to the status of a mere sexual object. By sexually objectifying women the advertisers tend to disregard the usual feminine attributes, like calmness, beauty, warmth, and focus more on the sexual parts of the lady. Advertisement sponsors the subjugation of females in the eyes of men by often representing women as sexual entities. Firstly the appearance of a lady in an advertisement content is instinctively going to attract attention from the masses because of the feminine structure, but to take it a step further by explicitly marketing her sexual features, the media aim to capture and keep the minds of the viewers of such commercials.

4.3. Objectification of Female Representation in Advertisement through Language

The use of language to relay information through the medium of advertisement is increasingly rampant in the media industry, women are generally objectified and placed under the microscopic gaze of the male character as a result of the sexual messages which media tends to communicate when releasing such perverted commercials. The psychological effects on the models and also the

masses is spreading like wild fire and with copious examples from series of advertisement commercials, I have placed together a detailed analysis on how women are objectified through the use of language

Example 1: Coca Cola's Fairlife Milk



Source:[https://www.google.com/search?q=coca+cola+milk+sexist+brand+advert](https://www.google.com/search?q=coca+cola+milk+sexist+brand+advert&rlz)
&rlz

“Swing into something better” the slogan of this commercial and the graphic design used connotes the sense of a creamy lady, the lady in the commercial is half dressed and has most her legs and feminine part showing, although the advert content is for a milk brand it implies a feeling of sensuality to it.

Example 2: American Apparel commercial



Source: <https://www.google.com/search?q=american+apparel+sexist+ad&rlz>

This commercial is highly sexualized, from the choice of representation of the female character to the language used, although it is directed to inform the public of the grand opening, the choice of presentation is objectified, this implicitly place a sensual picture in the mind of viewers of invitation to the female body.



Example 3: Sony PlayStation Commercial

Source: <https://slate.com/technology/2014/11/a-sony-ad-for-the-playstation-vita-is-sexist-and-tone-deaf.html>

The phrase “ Touch Both Sides for Added Enjoyment” and choice of graphic used in this Sony PlayStation commercial is highly provocative, and the language is ultimately encourages a perversive thinking, even though it is a game ad, implying that by touching both the breasts of a lady will enhance paramount enjoyment, is depicting the idea that the female entity is just a tool for sexual satisfaction. The choice of language used in this advert, has misconstrued the intention of the content. In that regard, one may contend that the advertisement's promotional goal was successfully attained by luring males to link using the product with having sex with a stunning woman. As can be observed, in both instances of advertising, female models have purposefully exaggerated their sexuality in order to serve as the objects of advertising executives who want to appeal to the male audience's sexual ambitions in order to pique their interest in making a purchase.

Example 4: Fat Shark Burger Commercial

**FOUR INCHES HAS
NEVER BEEN SO
SATISFYING.**

FAT Shack™



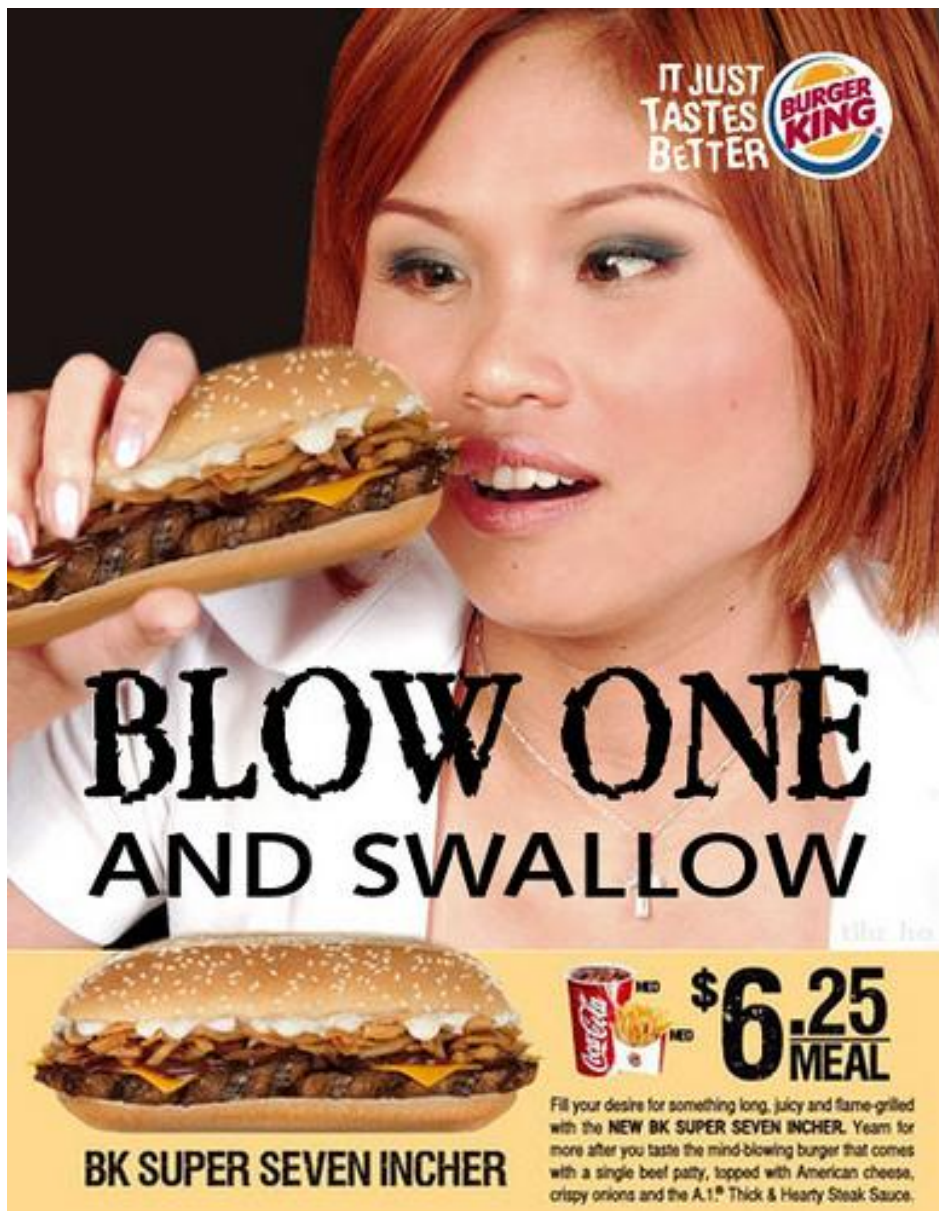
INTRODUCING OUR NEW VALUE MENU
Featuring 4" Shackers for only \$2.79!


706 South College Avenue (Corner of College & Laurel) Phone: (970) 682-2216 Web: www.FatShack.com

Source: <https://www.google.com/search?q>



The advertisers of this commercial uses the slogan “Four inches has never been so satisfying”, with the model holding an assumed four inches burger to her mouth, First glance of this phrase and one would put aside the thought of a satisfying burger and sensual depictions of a male genitalia will be the first picture that strikes the mind, with the societal ideology of the male needing to have a longer genitalia In essence, the power of language to conform the psychology and imprint a mental register that is unrelated to the advert content is clearly seen at work here.

Example 5: Burger King Commercial



IT JUST TASTES BETTER 

BLOW ONE AND SWALLOW

  **\$6.25 MEAL**

BK SUPER SEVEN INCHER

Fill your desire for something long, juicy and flame-grilled with the **NEW BK SUPER SEVEN INCHER**. Yearn for more after you taste the mind-blowing burger that comes with a single beef patty, topped with American cheese, crispy onions and the A.1.[®] Thick & Hearty Steak Sauce.

Source: <https://www.google.com/search?q>

The tagline for this Burger King commercial is "Blow one and Swallow." It is very intriguing because it is no way related to what they are advertising. It is unclear of the significance of the phrase "blow one" in this advertisement for a seven-inch sandwich meal. A woman is seen behind the text, staring intently at the sandwich in her hands with her mouth slightly parted. This portrayal of her and the statement that goes with it are both incredibly sexualized. It spreads the misconception that women desire a man who is "seven inches" long in genitalia . This is an excellent illustration of how language can establish the notion that women constantly seek sex with males.

Example 6: Carl's Junior Burger Commercial



Source: <https://www.google.com/search?q>

Burgers have been demonstrated to be a reoccurring issue when it comes to women being portrayed as sex objects as a strategy to promote their meal in this advertisement and many others we uncovered. This might be because gender preconceptions follow us everywhere, even to seemingly unconnected and unrelated things like our meals. Burgers are often thought of as "man's food," which is as ridiculous as it sounds. This may account for the numerous burger

commercials that feature female bodies or boast that "everyone loves large breasts" in an effort to attract to male, sex-focused consumers rather than those who merely appreciate Carl's Jr. Burgers. Because it normalizes the situation, the statement alone is problematic enough.

CHAPTER FIVE

CONCLUSION

In conclusion, in advertisements, various features of language such as emotive words, scientific and technical words, and slogans are used to attract people. Advertisers also use slogans to catch the viewer's attention because it is simple to remember products with specific slogans or tag lines. Advertisers present a stunning image of ladies that they can only attain by applying their cosmetics. Positive self-representation in commercials is crucial for drawing in viewers. Advertisers present a dilemma that can only be resolved by utilizing their offering. Celebrities are used to describe the ideology of power, and they are also used to promote beauty items by endorsing them. Advertisers propagate an idealized version of beauty, affect social norms, representation of women in media advertising was examined, as well as how media communicates hidden messages. In light of the significant influence of advertising as a tool for media communication, we have come to the conclusion that the representation of women in contemporary commercials is extremely distorted, as is the representation of women in society. The survey's findings on the opinions of consumers support the idea that they are aware of this harmful behavior and do not generally support it.

This specifically refers to the objectification and exploitation of women's bodies, as well as their inaccurate representation in media objectification with the intention of attracting men. This supported the main finding of the study, which

was that contemporary portrayals of women in advertisements contribute to the negative stereotypes of women in society by emphasizing aspects of their appearance, roles, and values that have historically been associated with them.

This could have an adverse impact on women's self-perception and confidence. Unfortunately, advertisers rely too heavily on the idea that graphics relaying sexuality attracts more customers, therefore it can be said that the strategy of contemporary advertising is increasingly direct towards sexual exploitation.

Media should be aware of their enormous responsibility to women consumers and approach this responsibility as a humane challenge to help shape their personalities and social positions. Doing this will inspire them to act ethically and help foster a healthy advertising environment, which will help foster a healthy society.

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