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Text:

Genre: Logical, Topical Essay

Medium: Chapter in a published book

Advantages: Kilbourne deciding to make a book about issues in advertisement can give a better understanding of what she is trying to prove and argue than if she restated it without the supports, she had back then and the time she argued her point because if she tried to argue it now, most people probably would completely agree. Writing it as a logical, topical essay allows her to explain a point or problem and gives supports for that problem and then is also able to move on to another point that builds of her pervious point or expends her main arguments and allows for an easily readable essay with clear points and arguments, allowing her readers to understand her better.

Author:

Jean Kilbourne couldn’t find a job out of college that fit her degree, so she worked as a waitress and a model. Described her work as a model as “soul destroying” and the modeling business as a “culture of harassment”. Jean saw an ad for a birth control pill, and it changed her life. This is when she started to notice patterns in advertisements demeaning to women and some were “shockingly violent”. After this, Jean Kilbourne changed her line of work from teaching to educating the public about this topic. She soon found out that these advertisements had connections to public health issues like violence against women, eating disorders, and addiction.

Biographical information about Kilbourne

What is her background and personal situation that creates the assumptions she uses to see the world?

Kilbourn used to work as a model in the early days of advertising and she described it as “soul-destroying”, allowing her to argue the points she makes about models and the effects advertising brings.

What is her background story?

Mother died when she was 9 and started smoking at 13. She has English degree, but since she was a woman, could not find a job. Started modeling, but it was “soul-destroying” and got a job at BBC as a secretary. In 1968, Kilbourn saw an ad and it sparked an idea in her to watch the patterns in ads. She noticed that ads love to demean women

Audience: Young women and young men. She is mainly targeting the young female audience as shown in one of her talks.

Having her audience be young men and women allows her to give relatability to them, like when she argues that teenagers feel immense pressure because if the over beautified ads, people grew up grew up with these ads and had these exact feelings will be able to more easily agree with her.

Secondary Audience: Middle aged or older women.

Kilbourne brings up the issues of assault and how women were in this state of terror and women who lived before 1999 can possibly relate to these issues she brings up and they would also want these issued to be resolved, gaining Kilbourne more support and bring more attention to the issues she brings up.

Unintentional Audience: The people who make the advertisements?

The issues in advertisement only kept getting worse because of the advancements of technology, but maybe people who made these advertisements started thinking of the possibility that their ads are possibly creating a violent environment for women and are getting too erotic with their products.

Purpose: To show how ads sexualizing women is not only a bad thing for younger women, but it is also bad for young men and society. Ads are giving society a toxic vision on how women are supposed to be.

Kairos: Kilbourne uses Kairos by showing moments where ads are being sexual for no reason to try, and people engage in their product. The effect of this is showing why it is harmful to have ads portraying this certain kind of agenda.

Occasion: She was prompted to write this book specifically to spread awareness on the way ads sexualize women and show that men are supposed to be a dominant force. She was prompted too so she can show the appropriate awareness of this toxic image and that is being shown to younger generations.

Appropriateness: Her talking about ads being sexual towards women is appropriate since that is what most ad companies are trying to target.

Decorum: She shows good decorum by not just targeting one company and calling only one company out on it. She is calling out all verities of companies that are having ads like these.

Pertinence: She shows pertinence in her talks by giving examples of her relating to the younger women because she also saw ads that were sexualizing women when she was growing up.

Point: Ads degrade women and enforce abuse towards them

Kilbourn constantly used the words assault, rape, dominate and some examples of her point is legal trials going in favor of the attacker because women were undervalued.

Exigency: assault towards women and fear kept rising as ads portrayed their products in erotic ways and there was an exigency for better advertisements and the only way for it to get better was for someone to argue that these ads are harmful and that’s what Kilbourn did in 1999 by publishing her book