Collin Spaeth

Ely Ferrara

Isaiah Hoffer

Transcript 1:

1. Sex in advertising reflects more disconnection and power dynamics than emotional closeness, often emphasizing control and objectification.

Pro:

* Almost all ads display men as the dominate figure over women
* Ads bring pornographic ideas into ads making the objectification of women greater and removes all emotionality
* Ads symbolizing porn encourages men to become aggressive and dominate and stop being emotional (272).
* This objectification dehumanizes women and fuels disappointment by assigning erotic allure to products, which can never satisfy deeper desires. Drawing on themes like bondage and dominance, such imagery has brought traditionally pornographic motifs into mainstream advertising, making violence appear attractive or even playful. (270-271)
* “Sex in advertising is pornographic because it dehumanizes and objectifies people, especially women, and because it fetishizes products, imbues them with an erotic charge—which dooms us to disappointment since products never can fulfill our sexual desires or meet our emotional needs” (271)
* Alcohol promotes unconsented sex/sexual assault
* Men are never at fault for taking advantage of women/drunk women, always blame the women

Con:

2. Advertisers promote male dominance, valuing superficial sexual attraction over emotional intimacy.

Pro:

* Several Images Kilbourne references depict objects in sexual ways, usually in the male’s favor. (The sandwich ad, beer add, fragrance ad)
* If ads promote their product with male dominance, women who want to feel in control will more willingly buy this product.
* Ads give men the thought that venerable or emotional men are week and mock them. (272)
* Ads show that men who do violence and mistreatment to women are the most desirable.
* Ads that depict female dominate are “funny” and do give fear to men while male dominance in ads do.
* “Male violence is subtly encouraged by ads that encourage men to be forceful and dominant, and to value sexual intimacy more than emotional intimacy” (272)
* “The last page advises men, "Don't be such a good boy." (272)
* “The popular culture usually trivializes these abilities in women, and mocks men who have real intimacy with women” (272)
* “Advertising often encourages women to be attracted to hostile and indifferent men while encouraging boys to become these men.” (273)

Con:

* Ads do sometimes depict women being dominate against a man.

1. Ads depict that women wear desirable cloths and perfume to attract men and removed all need for consent.

Pro:

* Ads give men the thought that women never mean “no.”
* Kilbourne references images that show women refusing, but because their smell or look sexy they really men “yes.”
* The desire to be sexy shows the women is guilty.
* Ads sometimes give women a warning that this product will make you irresistible and nothing you say will mean “no.”
* A trail against William Kennedy for assault charges were dropped because the women wore Victoria’s Secret underwear, so she was just asking to be assaulted.
* “"Apply generously to your neck so he can smell the scent  
  as you shake your head 'no.'" In other words, he 11 understand that you don't really mean it and he can respond to the scent like any other animal” (273)

Cons:



Transcript 2:

1. Ads create a state of terror for women.

Pros:

* Ads depict women as objects and objectification is the first step into do harm to that object.
* Women are unable to stop men no matter what, physically or verbally.
* Women cannot even feel safe in their own homes, 1/3 die from their husbands/boyfriends.
* “More than one-third of women slain in this country die at the  
  hands of husbands or boyfriends. Throughout the world, the biggest problem for most women is simply surviving at home.” (277)
* Since men are shown that violence and domination are most desirable, men get more violence to continue to be desirable.
* Ads depict dead or harmed women standardizing violence toward women, increasing women’s fear. (277)
* “Ads don’t directly cause violence, of course. But the violent images contribute to the state of terror. And objectification and disconnection create a cli mate in which there is widespread and increasing violence. (278)
* It is almost impossible to do harm to an equal, but easy to harm an object.

Cons:

1. The objectification of women in advertising, particularly in violent or sexualized ways, is a troubling reflection and reinforcement of real-world violence and discrimination against women.

Pros:

* 1/5 women in the US have been assaulted (280)
* “The objectification of men and that of women. The most important difference is that there is no danger for most men, whereas objectified women are always at risk”. (279)
* Like in Ads, Men are always in power, even if the women started it. (280)
* Ads that object women to sexual fantasies with also encouraging men to be forceful and dominate increases assault towards women.

Cons:

Transcript 3:

1. The pervasive media-driven sexualization and objectification of women and girls contribute to a culture that commodifies female vulnerability.

Pros:

* Women see ads at a young age, giving them the thought they need to change their bodies and style to be beautiful
* The objectification in advertising extends to young girls, who are increasingly depicted in ways that sexualize their appearance and appeal. (281)
* Japan’s Loli-con trend shows that ads use young and vulnerable looking women to show innocence, which attracts men. (282)
* Klein mimicked child porn to see a product, but was forced to take it down, however he gained double the money because he gained much more coverage, showing the desire for innocence and objectification of young boys and girls.

Con:

None

1. Ads give young boys the thought that they need to be always looking for sex and objectify women.

Pro: there are none

Con:

* it gives women a false reality if what men really want
* It tarnishes the image of men and them only wanting sex and nothing else where in reality that’s furthest from the truth

Transcript 4:

1. The connection between the objectification of women in advertising, the trauma of abuse, and subsequent addiction.

Pros:

* Young girls are harmed by self-worth and increase self-harm and trauma
* Women usually resort to addiction to cope with their value and identity because they can’t compete with the social norm.
* Sexism undermines women in the workplace or any other place, increasing male dominance and leads to addiction because of lowering self-worth.
* Ads depicted that women should comply and always be desirable increasing self-blame and addiction
* Addiction gives women the idea that there are in control

Con:

* I feel addiction would increase abuse/assault and further their trauma, never really gaining control