Isaiah Hoffer

Prof. Craig Bubeck

English 1300-003

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Reading 8

The purpose Kilbourne is trying to point out is that we are allowing ads that project violence and sexuality against women, and we continue to defend them and allow the ads to continue because we give the company that made the ad more coverage than it would without the violence and sexuality against women. Kilbourne also points out that by allowing these ads to continue we are objectifying ourselves because it is easier to do violence to a thing than a person because we can control objects, but not people. Kilbourne believes advertising plays a role in the increase of violence against women, but she does not believe it is the sole reason for violence. She believes that the longer these type of advertisements go on for the violence against women will become a normal thing because we are continuing to objectify women until these ads are banned.