Ely Ferrara

Collin Spaeth

Isaiah Hoffer

English-1300

10-29-24

In Class Fourteen

1. Modeling was sadly the best job for women

a. “Ads sell more than products” (69)

b. “very seductive, but for me it was also alienating, it was soul-destroying. There was a whole lot of sexual harassment” (48)

c. Limited jobs available lead most women to do modeling

2. Infants are portrayed to be viewed as adults.

a. “This little girl is 9, and this is happening in a culture in which there is widespread sexual abuse of children. Images like this don’t cause this problem, but they certainly normalize very dangerous attitudes towards children.” (lines 215-218)

b. “7-year-olds in major department stores. And the latest product? High heels for babies. Not to leave boys out, you can get t-shirts for your toddlers that say things like “Pimp Squad.” So, boys are sexualized too, although in a very different way than girls.” (lines 221-225).

c. “Girls are encouraged to present themselves as strippers and porn stars, to remove their pubic hair, and to be sexually available while expecting little or nothing in return. At the same time, they’re insulted: “Tastes great. Goes down easy.” (Lines 280-284)

3. Women’s bodies are photoshopped in ads and they’re realistically impossible to have

a. “Women’s bodies are dismembered in ads in ad after ad, for all kinds of products” (127-128)

b. “Your breasts may be too big, too saggy too pert, too flat. . . but with Dep styling products, at least you can have your hair the way you want it.” (134-141)

c. “Girls tend to feel fine about themselves when they are 8, 9, 10 years old. But they hit adolescence, and they often hit a wall, and certainly part of this wall is this terrible emphasis on physical perfection.” (152-156)

4. Sex and sexualizing objects have become more widespread in American ads.

a. “problem isn’t sex, it’s the culture’s pornographic attitude towards sex, the trivialization of sex.” (245)

b. “Far more graphic and pornographic today than ever before” (258)

c. Sexualizing ads targeted to young children allow the children to grow up knowing they don’t have real beauty, and children should be always trying to look sexy.

5. Girls at young ages are being taught to sexualize themselves.

A. “Girls are encouraged to present themselves  
as strippers and porn stars, to remove their  
pubic hair, and to be sexually available while  
expecting little or nothing in return. At the  
same time, they’re insulted: “Tastes great.  
Goes down easy.” (Lines 280-284)

b. “As they learn that their sexual behavior will  
be rewarded, they learn to sexualize  
themselves, to see themselves as objects. These  
images cause real harm to real girls and  
women. Girls exposed to sexualized images  
from a young age are more prone to eating  
disorders, depression, and low self-esteem.” (Lines 287-292)

c. “These ads don’t directly cause violence  
against women, but they normalize dangerous  
attitudes, and they create a climate in which  
women are often seen as things, as objects.” (Lines 305-308)

6. Ads have gotten worse, but more people are beginning to want change in advertisement.

a. “The changes will have to be profound and global, and they will depend upon an aware, active, educated public: people who think of themselves primarily as citizens rather than primarily as consumers.” (333)

b. Girls in modeling are asking that ads use less photoshop on them

c. These images/ads all affect us in some way and especially our children