Good afternoon ladies and gentelman. I am Gözde dinç and second year student

in psychology department. With the development of market, succesfull

advertısements are key to marketing communication. Advertising is a tool of

marketing strategy and what do advertisements mean? They urge people to buy

offered products and services. Generally is known that advertising has an

extreme impact on people’s decision. Moreover, Advertisements creates models

that impute certain social behavior to particular gender and people mostly

perceive these models as general and right. When we look at the advertisements

there are enormous variety of female model. Today I would like to inform you

about ways of representing women in advertisements. As you can see in my

outline I will focus on 3 ways these are artificial look, women objectification

and women as housewifes and mothers.

Firstly, I will mention artificial look which commonly uses in women

representation. Consumers are surrounded by an ideal of female beauty which is

impossible to achieve because it is artificial. the images themselves are created

artificially, by studio lighting, by air brushing, and by computer enhancement .

In this way, Women tend to be judged, and judge themselves, against

this artificial Standard. **According to Akie Arima women accept values which**

**are in the advertisements and begin to practise these values without noticing**

**with a titled of gender stereoytpes in japanese television advirtisements in**

**2003.** What she means that women who are audience of these kind of

advertisement can judge themselves because this idealized image of female

beauty means women must trasform themselves. For example, in this photo

from maybelline we can see adriana lima who has artificial beauty and

desirable image with the help of make up and photoshop.many women also

want to have this beauty because of the advertisiments. Or we can see Kate

Moss with a thin body and women can feel that they can be thin also. **Normah**

**Mustafa and others states that repetitive exposure of these advertisements can**

**cause of steriotyping, in their 2011 with the title of the effects of gender**

**advertising on brand image. That is artificial beauty has on impact on people**

**as an expected value.**

Let me continue with the second way of representation of women which is

objectification. Objectification can be defined as focusing on body parts such as

the eyes, the lips, the breast or the legs. For example, this lipstick advertisement

focuses on the lips of model. **According to Habiba cahafari advertisements**

**portrey women as a nude or focusing on the some part of their bodies in her**

**article with the title of gender and the language of advertising in 2010**. In other

words women depict as attractive creatures and sexual objects. Women in

advertisements make the products more appealing and increase the probability

of products being sold. (hamburger) for example this advertisement

unnecessarily objectify the women in order to sell its product.we can see women breast as a hamburger. It literally turns

women into pieces of meat. Or this Picture ( max shoes ) showes her as

bounding to shoes. She is also depicting powerless and defensivesess. As a

result if people see women as a class of object, it can become much easier to

use them or less regard.

Finally, i will mention women representation as housewifes and

mothers.Generally edvertisements feautiring women as mother figures and

housewifes to promote their products which are related to home and children.

**According to Micheale rusinove Women in such advertisements portreyed as**

**putting others before themselves, doing best fort he family. They take care of**

**the children, clean the home and cook all the meal in her article with the title**

**of gender in advertising in 2010.** In other words, mother and housewifes roles

of women emphasized on advertisement. (Johnsns baby) as you can see in this

advertisement it suggest that product has a positive influence representing

both mother and child. Moreover women more present in advertising cleaning

products,washing machines and furnitures. However this suggests that men are

not included in participating either in the housework or child rearing. For

instance in this advertisement, we can see a women. She is promoting a

cleaning product. It is difficult to see a man in a cleaning product

advertisements. As a results, these advertisements can make stereotype these

roles in society.

Here I came to the end of my presentation, Today I’ve tried to inform you

about women representation in advertisements as a marketing strategy.

Advertising is a marketing strategy to attract people’s attention as much as

possible. Moreover media influences human perception and points of view.

Advertising creates models that impute certain behaviors. People can

understand and perceive these models as a general and right. These kind of

women representation in advertisements can cause stereotypes in society.

However I believe that, If the audience gain consciousness about this issue, its

effects can be minimized. Thank you for your kind attention. If you have any

question and comments I would glad to answer them.