A photograph of a woman with blonde hair, smiling with her eyes closed, set against a background of tall, golden-yellow grass under a bright sky.

# PORTRAYAL AND ADVERSE EFFECT OF ADVERTISING ON WOMEN

# Media and its role

- Media play a very important role in today's world. It affects society in so many ways.
- The Media has become the most common and successful way of marketing of products.
- It strongly affects consumer perspective.
- In our religion women is a symbol of respect and dignity, but western society considers women as a stunner or an object.
- The concept of portraying women in ads is different in western and eastern society.



*advertising*

# What is Advertising?

- Advertising is to persuade one to take action on a message to buy something
- Advertising has two basic purposes that is to inform and to persuade

# Portrayal of Women in Advertising

- The use of women is one of the most successful way of gaining the consumer's attention and getting her to infer the right message in a limited amount of space and time.
- Women have always been objectified in advertisements and entertainment.
- In today's business world, women are used as an object to attract consumers attention to the products that firms sell.
- The representation of women in the media has always been exploited. It has throughout the years, reduced women to being nothing more than objects to increase product sales.



# Kashmir Premium Gold

Har Pal Mein Basa Pyar!

Kashmir  
Years of excellence bring  
Kashmir Premium Gold



صحت متدلی  
کامل احساس



Be 100% Sure



# How Women use in Advertising

- Idealization of “White Complexion”as a marker of feminine beauty

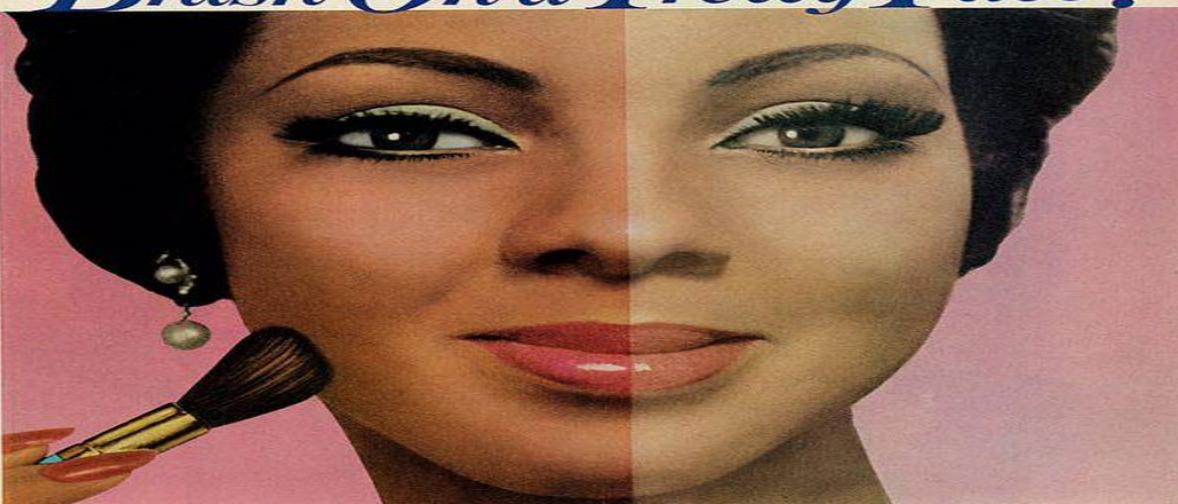


## ■ Shinny and Bouncy Hair



■ Flawless Skin a source of Female Confidence

*Brush On a Pretty Face!*



**POSNER BRUSH-ON**  
Especially for your brunette-toned complexion

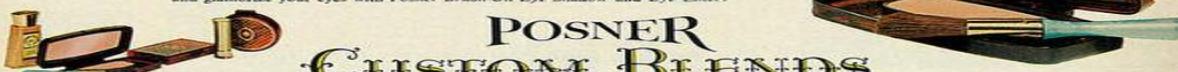
THE PERFECT WAY to enhance your natural brunette-toned beauty!

FIRST . . . match Posner Liquid Makeup to your skin tone.

NEXT . . . pat on Posner Pressed Powder in the matching shade.

NOW . . . use one of the six radiant shades of Posner Brush-On especially created for darker-than-fair to very dark complexions. There's a color just right for you!

THE FINISHING TOUCH . . . use an exotic, pre-blended shade of Posner Moisturized Lipstick and glamorize your eyes with Posner Brush-On Eye Shadow and Eye Liner.



**POSNER**  
*CUSTOM BLENDS*

MAKERS OF POSNER'S BERGAMOT... "THE JAR WITH THE STAR"

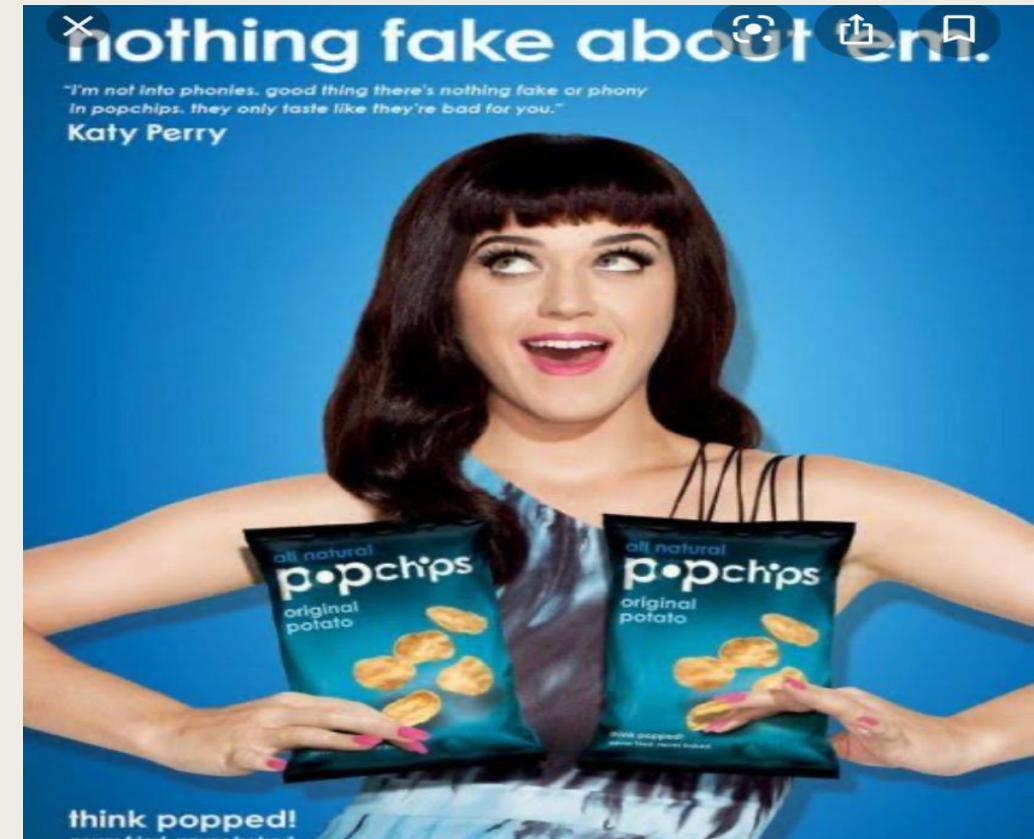


- Idealization of Thiness and body exposure as a standard of feminine beauty



# Women as Sex Objects

- Women as sex objects has become the leading representation in advertising.
- Now a days women are more sexually objectified in which they are represented as entertainment for audience.
- Women are presented as sexual objects to be enjoy by men which in turn leads to false consciousness
- 





# Adverse effects of advertising on women

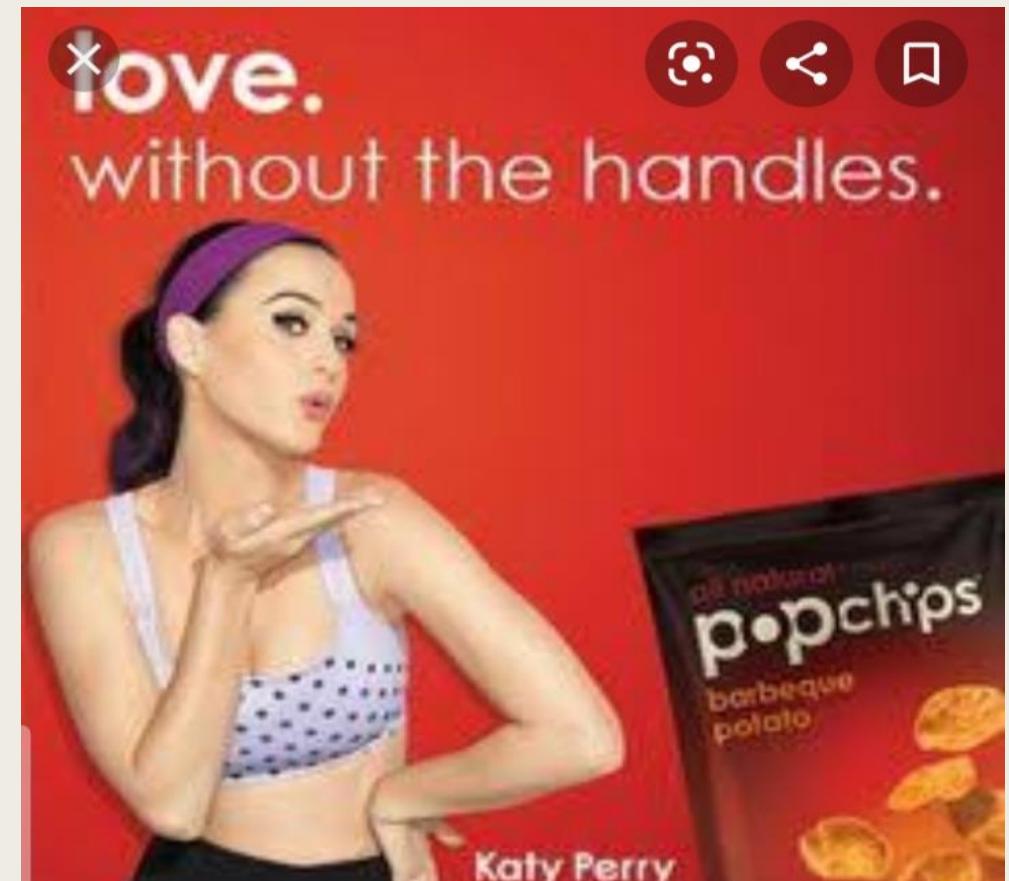
We live in an age inundated with advertising, from commercials on TV to posters on the sides of buses. We see ads every time we open a magazine or call up a Web page on the Internet. All that exposure has a significant effect, and the stakes are often more than deciding whether or not to buy a certain product. Women, in particular, can suffer some serious psychological blows from the subtle and pervasive effects of advertising aimed at them.

# Effects

- Excessive thinness
- Sexual exploitation
- Ageism
- Consequences free fantasies

# Example

An article done by Body Image and Advertising on the healthy place website states that skinny women in advertising can lead to unhealthy behavior in women and young girls. According to the article, “The average woman sees 400 to 600 advertisements per day, and by the time she is 17 years old, she has received over 250,000 commercial messages through the media.”





thank you...