

The Media and Advertising – Extract from
www.penelopes.org

Power Of The Image – The media and advertising are omnipresent in everyday life and in many ways they help to frame the image that people and in particular, young people and children have of adult women and men and gendered power relations. Images are never neutral because serve to reinforce and justify male violence against women and male domination over women.

Human dignity versus 'prudery' – the fight against incitement to hatred on grounds of sex and human dignity has nothing to do with being prudish, politeness or courtesy. Misogynistic insults are political as is language and images which are vectors to maintain male domination over women.

This is no shape for a girl.

That's why Warner's makes the Concentrate girdle and the Little Fibber bra.

Girls with too much bottom and too little top: Warner's® can reshape you.

We reshape you on the bottom with the Concentrate girdle. Its all-around panels do more for you than a little girdle (they're lined up to help you where you need help most), yet Concentrate doesn't squeeze you like a heavy girdle.

We reshape your top with the Little Fibber bra. The super-soft fiberfill lining doesn't make a big production out of you. It rounds out your bosom just enough to go with your trimmed-down hips.

All of a sudden, you've got a proportioned body, and your clothes fit better. Warner's calls this a Body-Do.™ You can get fitted for one in any good store.

A WORD TO THE WISE: THE ABOVE ARE THE LITTLE FIBBER™ SHIRTIES AND ALL THE CONCENTRATE™ GIRDLES. SEE WARNER'S CATALOG FOR MORE. A DIVISION OF THE WARNER BROTHERS COMPANY.

Another example of 1970's advertising
 What were the advertisers' claiming?



Example of 1970's Subvertising
An Iconic Statement

What happened next? Thus began the rise of a male-centric backlash against the Women's Liberation Movement and Feminism.

In what ways did the male-centric 'backlash' gain credence?

Via co-co-optation of feminist language and using this language to sell back to women patriarchal/male supremacist misogynies and lies.

These are the main feminist co-optations commonly employed by the male supremacist system.

Individualism,
Choice,
Agency,
Empowerment
Accountability

The concept of incitement to racial hatred exists and is being applied and not questioned in many EU countries. Incitement to women-hating is not recognised despite the fact women are not an ethnic group or minority – rather they are present in all of these groups and represent half of the European population. Hatred on grounds of sex should not be more acceptable than racial hatred in our democratic societies. Freedom of expression does not extend to racist or anti-Semitic insults. Reason why racism and anti-Semitism is accepted is because men are present in these groups. However, misogyny can only be directed at women because they are female not male and that is why Male Supremacy refuses to recognise women as human beings. We are not male!

Misogynistic insults and degrading images are attacks on women's freedom of action and expression.

Neo-liberalism ignores the fact our society is not made of autonomous individuals all able to make 'choices' free of oppression; socio-economic constraint or discrimination but is a male supremacist/patriarchal society.

The Women's Liberation Movement recognised society is a patriarchal one wherein power and control is accorded to men and is used to justify/normalise male domination over women. The Women's Liberation Movement sought to end the patriarchal system, rather than accepting token changes. Such as allowing a tiny percentage of women to be admitted to male bastions of power but without radically changing how the male-centric system operates.

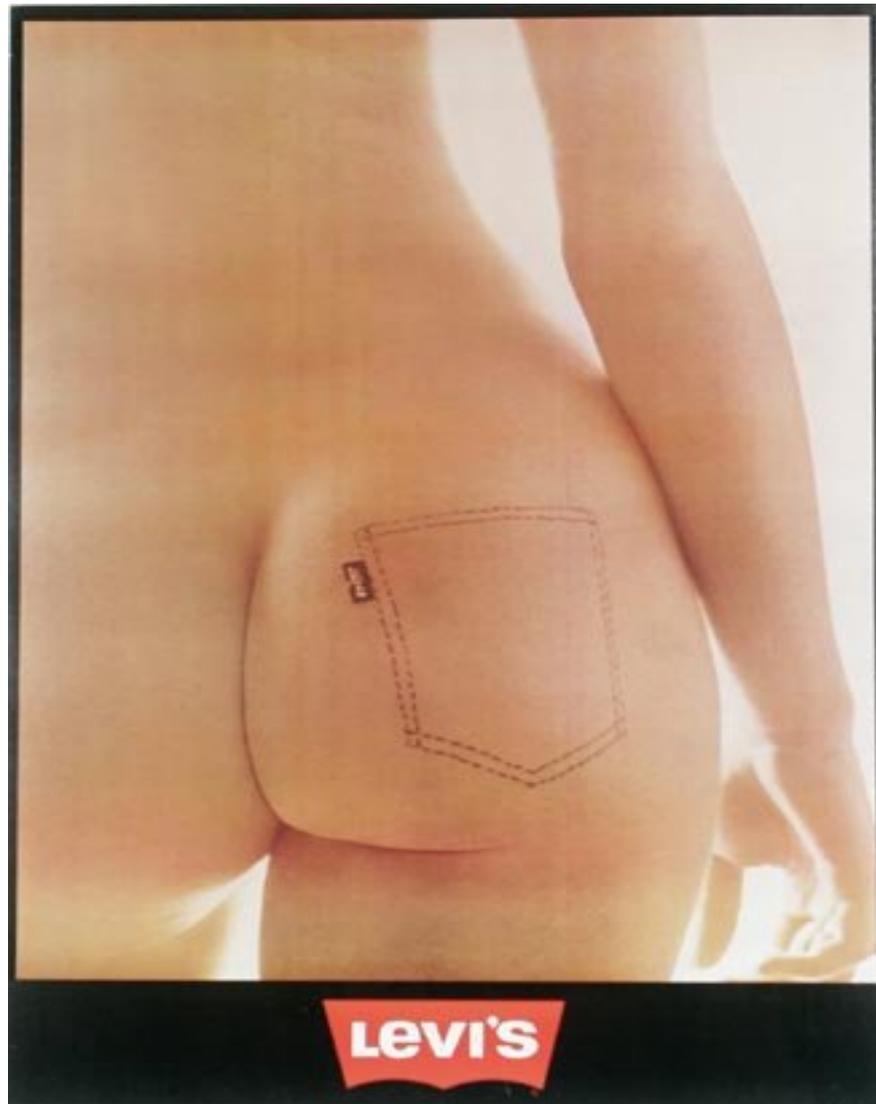
The Women's Liberation Movement had to be discredited because it threatened the male supremacist system. The Women's Liberation Movement was/is about women finally being recognised as human – not as adjuncts of men. Capitalism and neo-liberalism are not separate from patriarchy – they are all branches of the same system – namely male domination and male control over women.

CHOICE

In order for choice to exist for women there must be alternatives such as the ability to choose differently. The alternatives indeed must not only exist they must be seen to **exist**.

AGENCY

Nalia Kabeer – 2005 Gender Equality and Women's Empowerment: A Critical Analysis of The Third Millenium Development Goal in Gender and Development 13(1) 13-14



An advertisement for Levi Jeans



Is this female sexual empowerment or does it promote male supremacist claims women are men's dehumanised sexualised commodities?

The previous two images are identical despite first image emanating from the 1970's and second one first used in 2009. Has anything really changed with regards as to how our male supremacist system views women?

Is it 'empowering' for women to be reduced to men's sexualised commodities, whereas men are valued for their intelligence; rationality and intelligence. Have women been deliberately 'sold' a lie that a woman's/girl's sole value is if she portrays herself as a sexualised commodity for men to consume.' Where is 'choice' given mainstream media bombards us with images of childlike adult white women whose bodies are interchangeable – big breasts, large buttocks, narrow waists and sexually inviting poses.

Who benefits? Women or the male owned and male dominant beauty industries, fashion industries and media. Is this what the Women's Liberation Movement was concerned with – the right for women to be reduced to men's disposable sexualised commodities. Answer - NO

Individualism:

This is the belief that all women and men are individuals, freely deciding how and in what way they wish to access socio-economic opportunities.

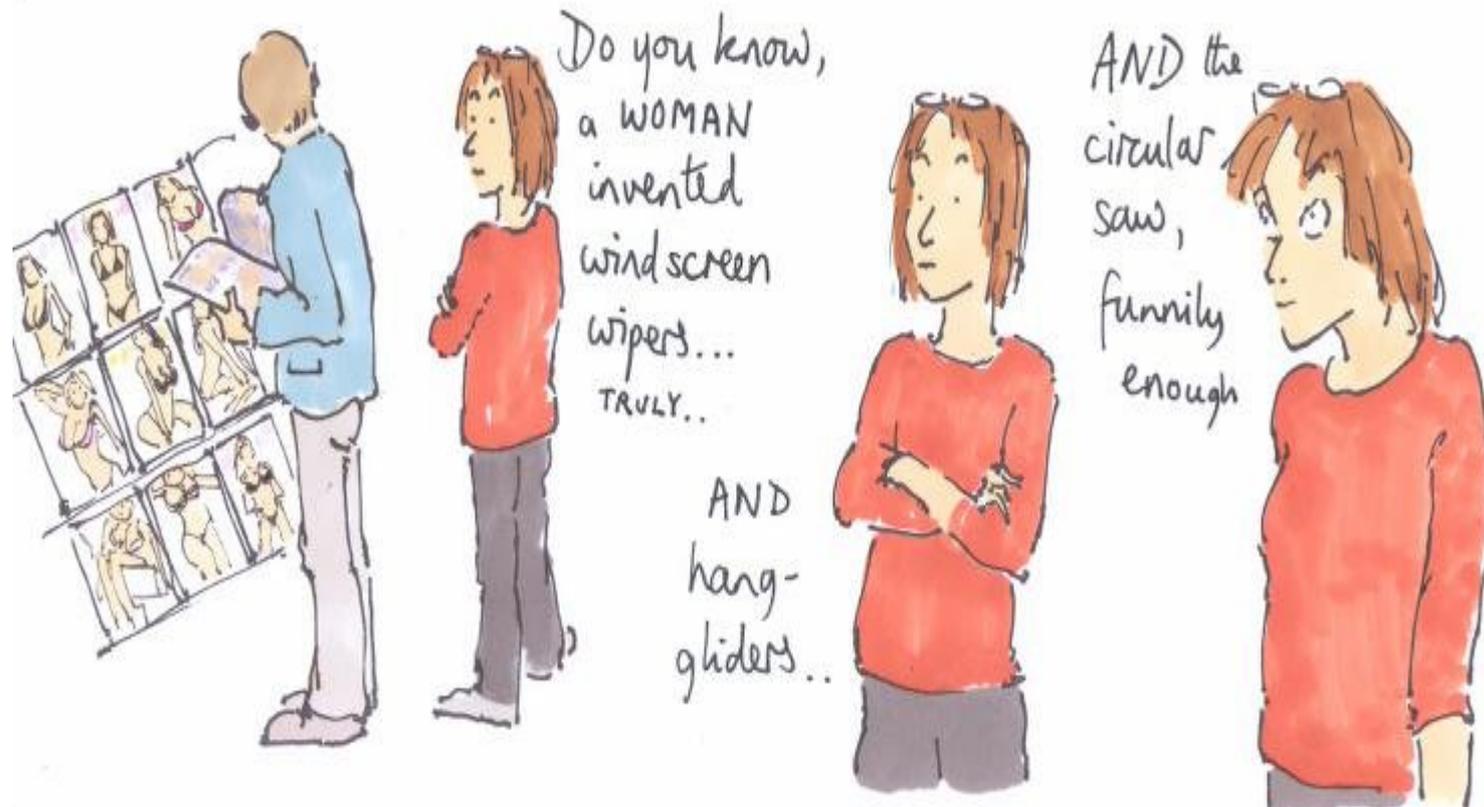
It neatly invisibilises how our society operates and enforces male domination over women.

Women supposedly 'choose' to monitor their physical appearance, their style of dress, their intelligence, their individuality (sic).

The next slide asks are these women expressing their 'individuality' or is something else occurring?



What does this slide tell us about women and individualism?



Jacky Fleming's critique of how women are portrayed in advertising – copyright Jacky Fleming 2011

I still can't believe this was the **ONLY** way to get
women's football on TV...



Jacky Fleming's caustic critique of mainstream (malestream)
Media 'allowing' women's football to be covered by the media

WHY ISN'T ANYONE TALKING ABOUT MEN'S CHOICES?



Men choose to buy women for sex.



Men choose to reduce women to sexual commodities and receptacles.



Men choose to objectify, dehumanize, and degrade women for their own gratification.

Men's choices HURT women.
Demand that men make different choices.

STOP THE DEMAND

What is 'Choice?'

Do women have a 'choice' with regards as to how they perceive themselves in relation to male supremacist society as is claimed or is something else happening?

You're beautiful - just the way you are. Your true colours shine on through. You ought to feel good about yourself.

I DO,
THANK YOU.

of course - if you want to shed a few pounds, a Slim-Fast would do you good.

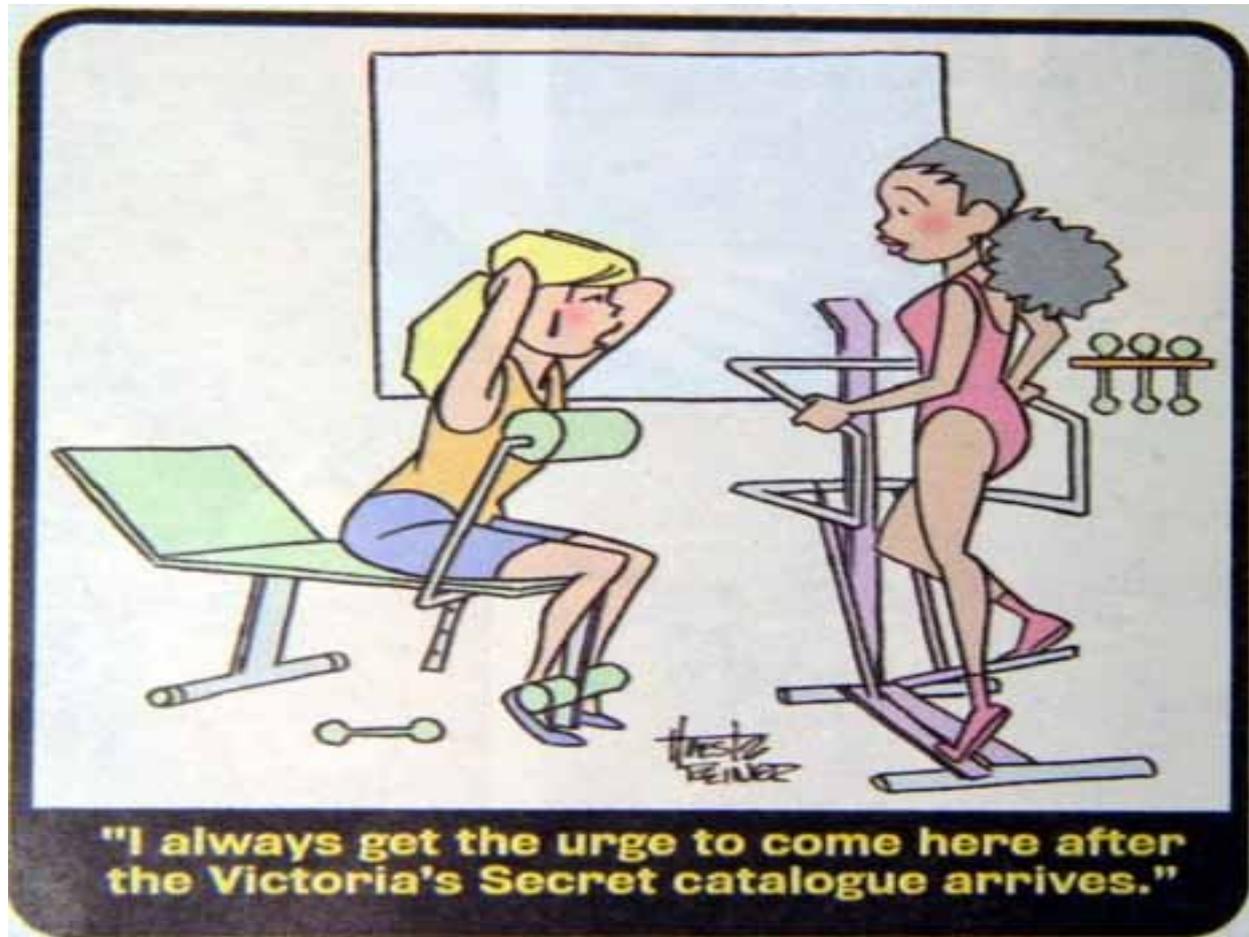
... ER

And a little Ponds moisturizer could help with those sags.

>sniff sniff< is that Axe we smell? Remember to act like a slut, okay. It will help boost HIS self esteem.

WAIT...
WHAT !?!





Is this women's choice and agency or is something else happening? Perhaps advertising subtly influenced these women's decision to go along to the Gym. Is that female choice or subtle male-centric propaganda?



It Puts Off Old Age
by nourishing the entire system.
Quaker Oats makes your blood tingle; nerves strong and steady; brain clear and active; muscles powerful. It makes flesh rather than fat, but enough fat for reserve force.
It builds children up symmetrically into brainy and robust men and women.
You can work on **Quaker Oats** It stays by you.
At all grocers in 2 lb. Packages only.

1902

Recognise the similarities between this 1902 advertisement and 2011 advertisements featuring women?



A Dove advertisement claiming to represent 'real women' but notice how these women are posing. Are they posing for the male gaze? If so why? What is the relationship between Dove beauty products and the 'male gaze?'

Do you believe that real beauty comes in many shapes and sizes?



Join the Campaign

campaignforrealbeauty.com

Example of Dove's Campaign for Real Female Beauty – Compare these images with ones on next slide

Keine Models - aber straffe Dove Werber von Ogilvy Düsseldorf.



Dove Campaign for real beauty – notice how the men are not adopting 'sexually inviting poses' and their expressions are ones of amusement



Another Dove advertisement featuring an older female model but look she too is shown in a stereotypical 'sexually inviting pose'



the most natural skin the world has
the natural skin care from dove, beauty that's your own.



Compare this Dove advertisement which features another 'older' female model to the next slide. Is there any difference between the two advertisements?



This is another Dove advertisement but notice we are not 'treated' to image of a totally naked male. Instead only the male model's head and torso are displayed. I wonder why?



Citing the hypocrisy inherent in Unilever's marketing Dove products by promoting Real Beauty for girls while simultaneously advertising Axe Body Spray by degrading them, the Campaign for a Commercial-Free Childhood (CCFC) has launched a letter-writing campaign to Unilever demanding that they end their Axe advertising.

Even as Unilever basks in praise for its Dove Real Beauty campaign, they are profiting from Axe marketing that blatantly objectifies and degrades young women, said CCFC's director and co-founder, Dr. Susan Linn.

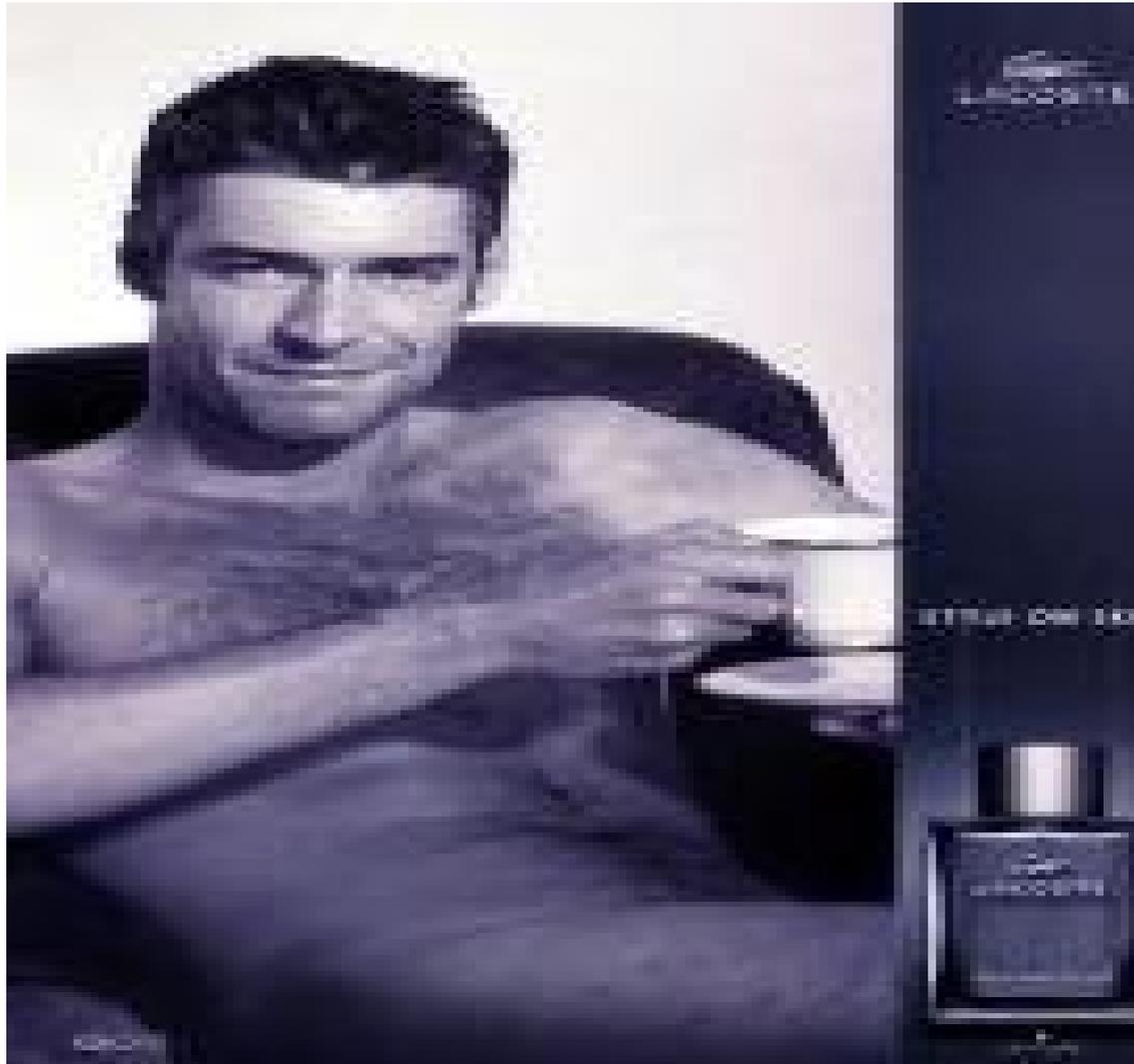


Axe's "Bow chicka wah wah" campaign

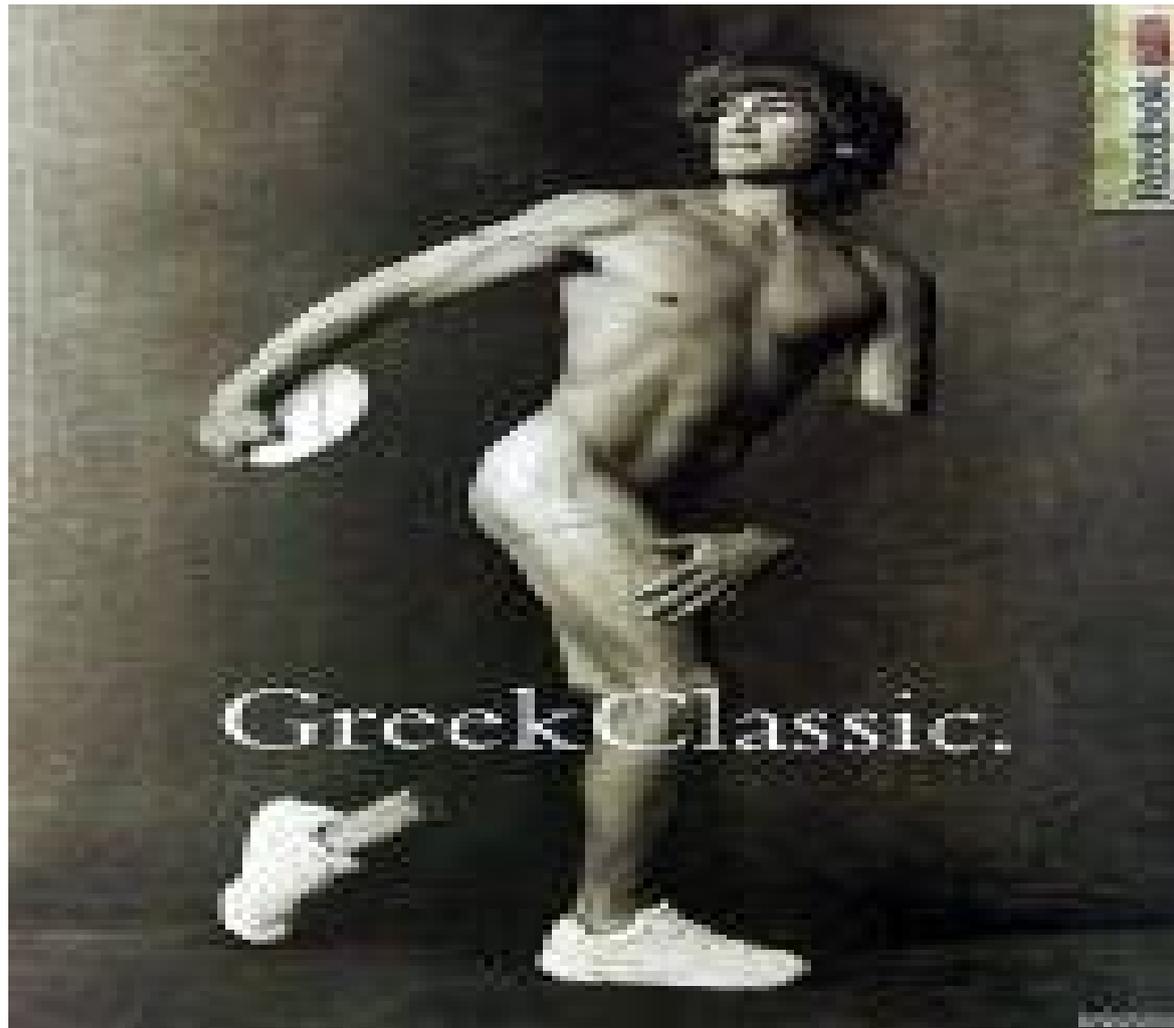
Another Axe/Lynx advertisement by Dove/Unilever and again women are portrayed as men's sexualised commodities. Yet Unilever/Dove claim they are not 'sexually exploiting women.' Hypocritical or demonstrating women's sexual empowerment?



Taken from Unilever's website blog promoting Lynx for Men personal care products. Dove/Unilever claim not to be sexually exploiting women but this does not apply when Unilever advertise men's products because 'Lynx drives women wild!' Clever sleight of hand by Unilever/Dove?



I have located this image and following image showing male models totally naked but look how coy these models are because they are not posing for the 'female gaze.' This male model looks amused – rather than flirtatious.



This male model is supposedly an updated version of a famous Ancient Greek sculpture showing a naked male discus athlete. No coy sexually submissive pose here. So is this male being sexually objectified or is he demonstrating masculine strength and autonomy?



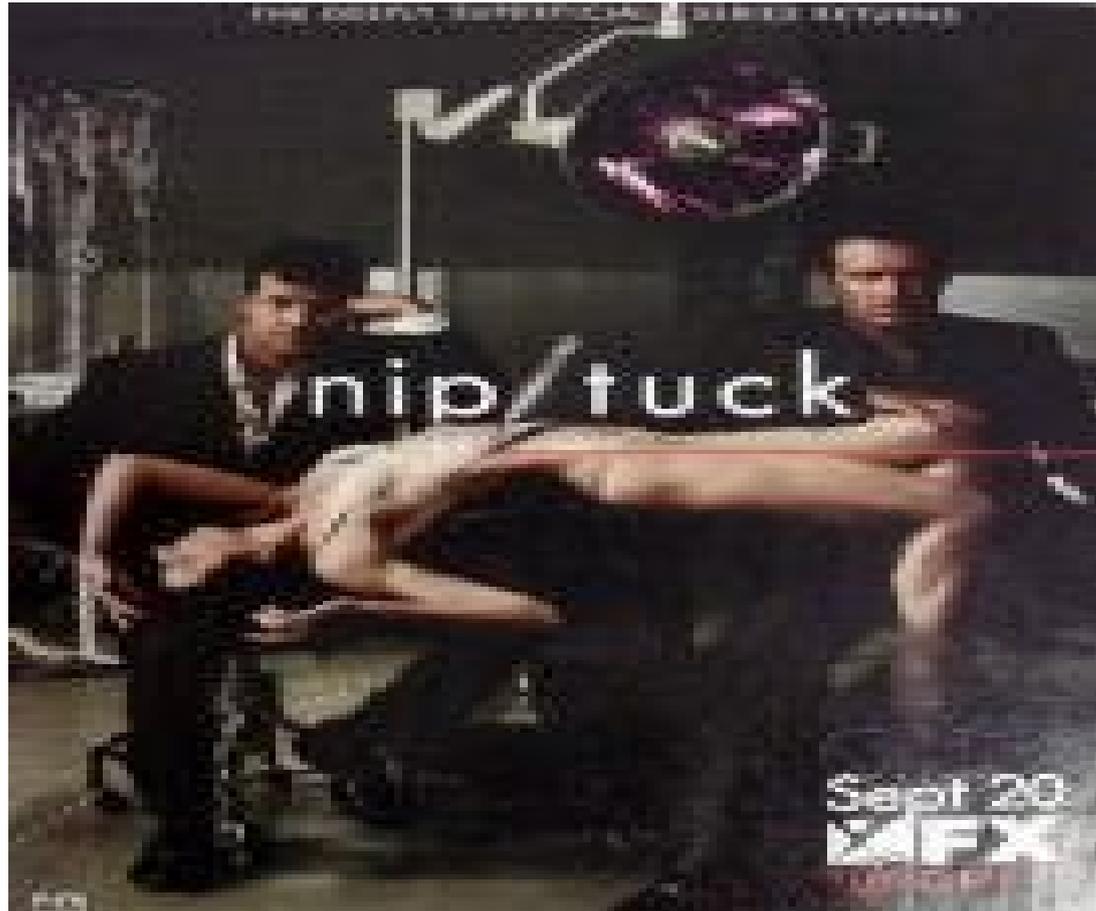
Oh look an advertisement attempting to be humorous by depicting the rear view of a number of naked males who are clearly not posing for the 'female gaze.' They're also wearing flat shoes – not high heeled ones!



Another supposedly 'iconic' advertisement because this is how men are supposed to view women – as dehumanised sexualised body parts. Is this empowering to women?



Compare how the female model is portrayed to the male model. Is the female model demonstrating her 'choice' and agency' as advertisers claim? What message are men and boys receiving about women? We are men's disposable sexualised commodities? What message are women receiving?



Advertisement for the US television series Nip/Tuck which focused on male cosmetic surgeons. Why is the woman totally naked compared to the fully clothed males? Is this empowering to women? What does this image say about women as opposed to men?



Is this female empowerment as advertisers claim or is it promoting how innumerable white men perceive women of colour – as the exotic female 'other.'



Does this image influence how western men and women perceive non-white western women?



Is this female sexual empowerment or is it eroticising male sexual violence against women?



Michelle Obama's visit earlier this year to a London based girls' school. Ms. Obama proclaimed neo-liberal dogma when she told these girls 'you can do anything if you work hard enough!' Are not advertisers claiming 'our products will ensure women's success?'

Choice is the catchword of neo-liberalism/individualism whereas feminism is a political movement which challenges the belief that 'choice' in itself enables women to curb/eliminate the ways our male supremacist system enforces and maintains male dominance over women. Rather than attempting to detect 'agency and choice' in respect of women's decision-making, we must ask the question – 'does this harm women or does this practice maintain male domination over women?' Is pole-dancing 'female empowerment' or is it pseudo power because the real power continues to reside in the fully clothed men who watch naked women dance for them, since the power dynamics remain unchanged.

The Emperor (male supremacy) is definitely not wearing any clothes – as one astute young girl said and spoke the truth which no one else dared to say.

What is Choice?

All choices are made within a set of social, economic and political conditions that are often not of our own making. The more real power a person has, then the more they get to re-articulate the conditions of their lives, and the less powerful (such as young women) end up being constrained and limited by forces that are beyond their control.

Radical feminism is not about individual choices as about changing the very conditions under which these choices are made. This is what makes it both powerful and unpopular – a steadfast belief that accommodation on the part of women to a system that men have constructed is not feminism. As long as we have a multi-billion dollar making industry that bombards us daily with hypersexualised, robotised idealised images of femininity – the Stepford Slut – then girls and young women are going to be shoved, coerced and manipulated into a sexuality that is not of their own making. **This is not new for girls and women but it is probably the first time that conformity to patriarchy has been sold as a feminist act. A new twist on an old theme.**

Copyright Gail Dines – Rain and Thunder Autumn 2009 edition



This image accompanies an article in The Guardian published on 27th October, 201. The article provides evidence supplied by former female Cabin Staff crew that misogyny continues to be rife within the airline industry and is not only condoned by the male dominated airlines but extends to male passengers too.

The first slide I showed stated mainstream advertising is not 'neutral but is used to reinforce and maintain male power relations over women and girls. To repeat 'the social consequences of (malestream) media impinges on all aspects of women's lives.' Meaning these images reinforce what many men and women too, believe is what a woman's socio-economic role and that is one wherein she is of less value and worth than the default human – aka the male.

The Coalition government now proposes to eliminate certain Employment Laws such as unfair dismissal, and age discrimination within the workplace. Which sex will be the ones most negatively affected by these proposals? Business, contrary to claims by Coalition government, is not 'gender neutral' because it maintains and reinforces male supremacist notions of which sex is more highly valued and which sex can be exploited and then discarded at will.

Women's Liberation Movement waged a very long struggle for changes in Employment Law to incorporate women's experiences/perspectives, rather than passing Employment legislation defined from and for the benefit of male workers. Male sexual harassment of women employees was not recognised by Employment Laws until Catharine A. MacKinnon created the term 'male sexual harassment of women' which encapsulated what innumerable women and girls experience daily. Whenever women enter so-called men's supposedly public spaces or when a woman dares to work in a male dominated workforce, she is commonly viewed by her male colleagues as an 'interloper' and/or is viewed as 'men's eye candy.' In both instances men are the ones maintaining socio-economic power and deciding how and when women and girls can enter 'their spaces.'

Where is 'choice' when we are constantly bombarded with misogynistic messages a woman's/girl's sole value and worth is if 'men consider her to be 'sexually hot and available?'

Malestream advertising reinforces the continuing male supremacist backlash against the few rights we women have managed to wrest from Male Supremacy. My colleague will provide you with examples on how to challenge these lies.



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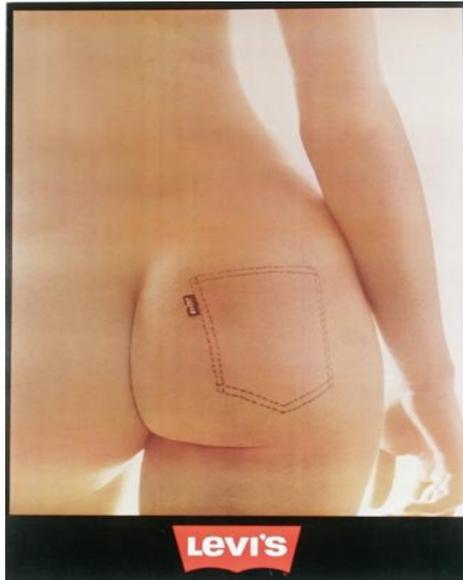
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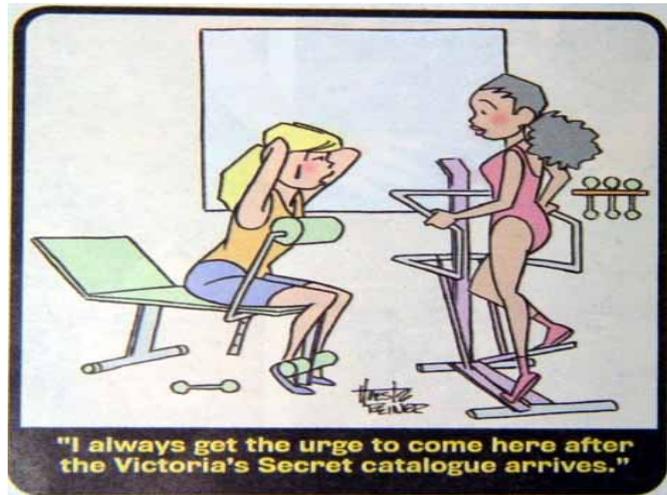


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Example of Dove's Campaign for Real Female Beauty – Compare these images with ones on next slide



Dove Campaign for real beauty – notice how the men are not adopting 'sexually inviting poses' and their expressions are ones of amusement



Another Dove advertisement featuring an older female model but look she too is shown in a stereotypical 'sexually inviting pose'



But the skin and hair care line is the same. **the more you**
the more of skin and hair care line is the same. **the more you**



Compare this Dove advertisement which features another 'older' female model to the next slide. Is there any difference between the two advertisements?



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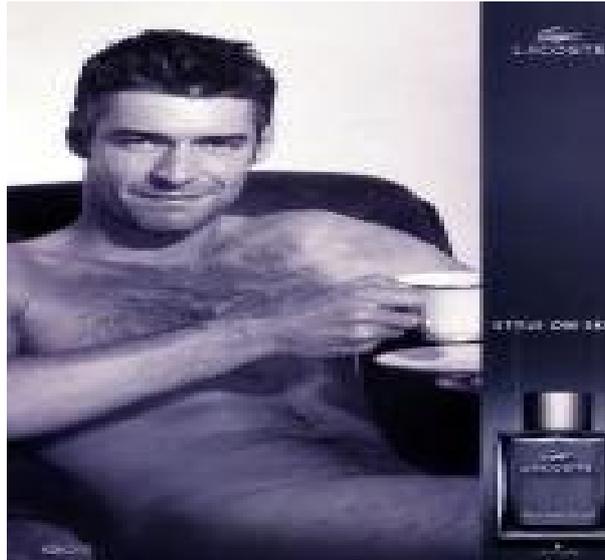


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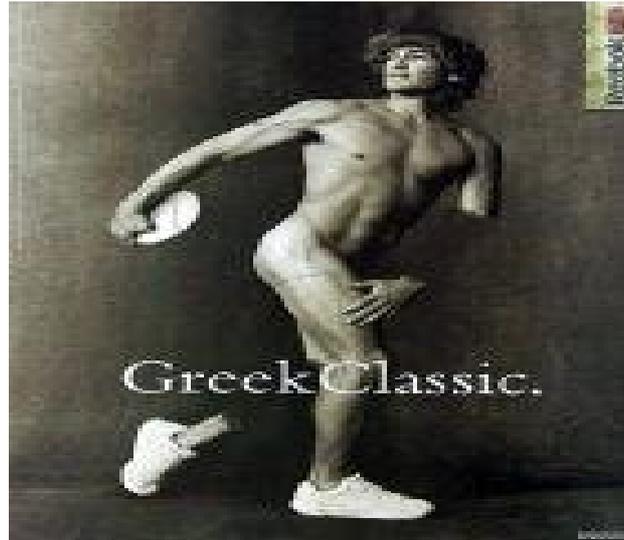
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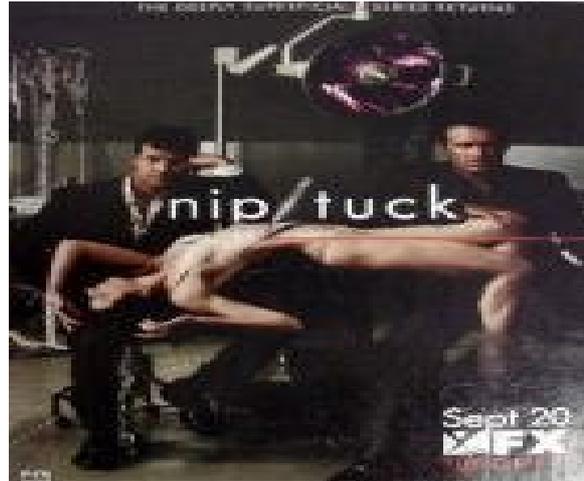
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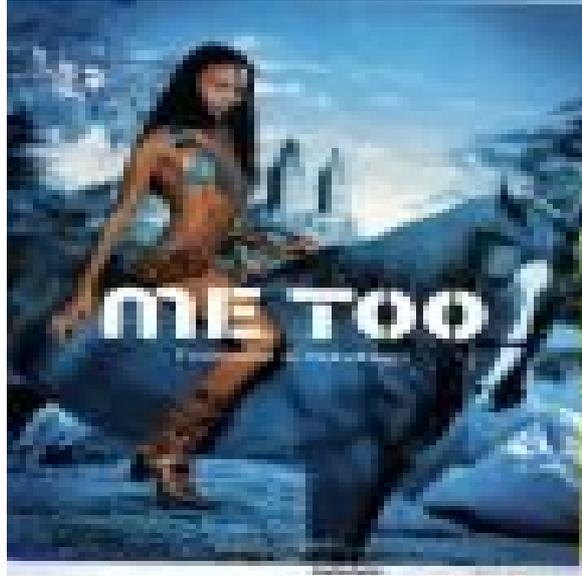
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